

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 22

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Think comedy.



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JAN 25 1990

35th Year 1990

NATPE 1990
After the ball
in New Orleans

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 **ITC**
Domestic Television


INTRODUCES

VOLUME IX

STARRING

Ellen Barkin
Michael Caine
Kevin Costner
Robert DeNiro
Farrah Fawcett
Sally Field
Morgan Freeman
Ben Kingsley
Geraldine Page
John Ritter
Patrick Swayze
Jon Voight

WITHOUT
A CLUE



sex, lies,
and
videotape

ATTICA
THE TRUE STORY

JACKKNIFE

STEPPFATHER
II

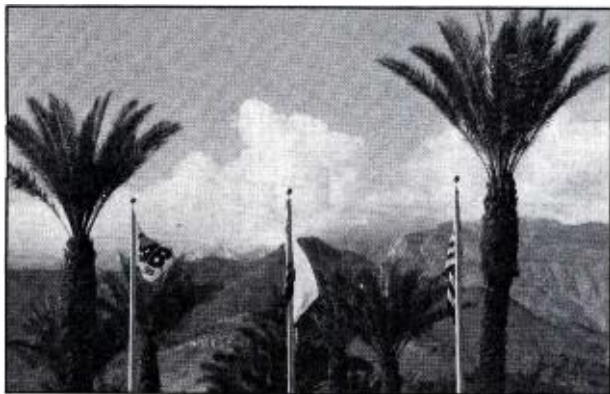
ITC
Domestic Television

Food for thought... Amid criticism from convention participants about new rules governing NATPE show in New Orleans,



programming executives announce commitments for new programs. **PAGE 27.**

No mirage... National Association of Broadcasters board, meeting at Rancho Mirage, Calif., resists reviving programing code, reaffirms



opposition to telco entry, prepares battle plan for "if carry/must pay" and shifts radio focus to AM technical bill. **PAGE 33.**

Stock options... Securities analysts offer their predictions about performance of Fifth Estate stocks in 1990. **PAGE 56.**

32/ **EQUAL FOOTING**

NBC President Robert Wright says FCC's financial interest rules must be modified if networks are to compete successfully in competitive environment.

36/ **IN SEARCH OF EXCELLENCE**

FCC Chairman Al Sikes tells NATPE attendees to "pursue quality relentlessly" for success in global market.

35/ **1990 OUTLOOK**

Abundance of new shows and limited number of station time periods leads some to describe this year as "buyer's market."

37/ **THOSE INTERESTED**

Participants of media regulation panel say fin-syn issue would be better resolved by parties involved.

39/ **PROGRESS CHECK**

Panelists discuss progress made in meeting growing economic presence of minorities in TV marketplace.

39, 40/ **HIGH CARD**

Warner Bros.' *Trump Card* gets high marks in separate surveys of new shows by Seitel and Petry Television.

42/ **NAB BUDGET**

National Association of Broadcasters' proposed \$16.6 million budget for FY 1990-91 is unanimously adopted.

43/ **AFFILIATE WINDOW**

NBC promises affiliates extra station breaks during 1992 Olympics.

50/ **NEXT MOVE**

Adam Powell III, after resigning his post as vice president for news and information at National Public Radio, contemplates move to local level.

53/ **COMEDY TONIGHT**

CBS executives say network will launch another comedy night.

54/ **REAL THING**

CBS News President David Burke defends use of recreations used on *Saturday Night with Connie Chung* during Television Critics Association press tour.

59/ **NOT NOW**

Supreme Court rejects two cable cases for review.

79/ **BIG PICTURE**

HBO President E. Thayer Bigelow has seen both sides now, building on his experience heading cable system operations, as he heads HBO's marketing and affiliate efforts.

80/ **TCI SPLIT**

Tele-Communications Inc., nation's largest cable MSO, says it will spin off nearly all of its cable programming interests and some of its cable systems into separate company.

DEPARTMENTS

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WYNG(FM), Evansville, IN	\$18,600,000	KZTR(AM/FM), Oxnard-Ventura, CA	\$5,200,000
WFTC(AM)-WRNS(FM), Kinston, NC		WSOM(AM)-WQXK(FM), Salem-Youngstown, OH	\$5,500,000
WYAV(FM), Conway-Myrtle Beach, SC		WSIX(AM/FM), Nashville, TN	\$16,000,000
WFBR(AM)-WLIF(FM), Baltimore, MD	\$32,000,000	KMPZ(FM), Memphis, TN	\$6,000,000
WFOG(FM), Norfolk, VA	\$8,000,000	KKBB(FM), Bakersfield, CA	\$3,300,000
WFTQ(AM) - WAAF(FM), Worcester, MA	\$15,000,000	WDAN(AM)-WDNL(FM), Danville, IL	\$2,350,000
WNEW(FM), New York, NY	\$370,000,000	WKMI(AM)-WKFR(FM), Kalamazoo, MI	\$11,000,000
KTWV(FM), Los Angeles, CA		KJOI(FM), Los Angeles, CA	\$101,500,000
WMMR(FM), Philadelphia, PA		KHOW(AM)-KSYF(FM), Denver, CO	
WCPT(AM)-WCXR(FM), Washington, DC		KJQY(FM), San Diego, CA (to Westwood One)	\$19,000,000
KILT(AM/FM), Houston, TX		KTRH(AM)-KLOL(FM), Houston, TX	\$70,600,000
WLLZ(FM), Detroit, MI		KSMG(FM), San Antonio, TX	
KODA(FM), Houston, TX (to Command Comm.)	\$22,000,000	WMYU(FM), Knoxville, TN	\$11,600,000
KJQY(FM), San Diego, CA (to Command Comm.)	\$15,000,000	WSOK(AM)-WAGU(FM), Savannah, GA	\$11,000,000
WGKT(AM)-WPHD(FM), Buffalo, NY	\$6,400,000	KNAN(FM), Monroe, LA	
KVKI(AM/FM), Shreveport, LA	\$7,000,000	WKXI(AM)-WTYX(FM), Jackson, MS	
KBFM(FM), McAllen-Brownsville, TX			
KQLH(FM), San Bernardino, CA	\$7,700,000		

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NEW ORLEANS

Getting 'em in the tent

Hype wasn't restricted to convention floor at NATPE, with syndicators ponying up \$200,000-\$250,000 for over-air advertising campaigns on at least five New Orleans television stations, according to Ron Jones, general sales manager, wvue-TV. Major distributors buying local spot time included MCA TV, Guber-Peters Television, 20th Century Fox, Columbia Pictures Television, Group W, Viacom and ITC Domestic Television.

Jones says Guber-Peters was looking for major presence at convention (since changing title from Barris Television) by using spot time in all dayparts, while other syndicators bought time in just early morning and late fringe dayparts. He also said Guber-Peters spot buys accounted for over half of total convention media expenditures from distributors.

Brooks Hogg, national sales manager, wdsu-TV New Orleans, said he pitched 120-150 distributors last October for local spot buys during convention based on research compiled by NBC, indicating that morning *Today* show and late fringe *Tonight Show* "index well" with travelling executives.

WASHINGTON

Sting is in the tail

FBI drug bust last week of Washington Mayor Marion Barry may have cleared way for much-speculated mayoral run this year by Rev. Jesse Jackson, but unforeseen arrest carries sting for Jackson's new hour talk show, *Voices of America*, as well. Fall 1990 show was declared firm go at NATPE last week by syndicator Warner Bros., with clearances in more than half of country. *Voices* has not yet cleared in Washington, however, and if Jackson were to declare, equal time rules would effectively prevent any station there from carrying it. Warner Bros. declined to

comment, but noted Washington mayoral candidacy would not stop Jackson from syndicating show elsewhere around country.

It could happen

There may well be some pomp and circumstance at National Association of Broadcasters annual convention in Atlanta, March 31-April 3. NAB has invited President Bush to convention, and White House has said it will do its best to get him there. NAB has allotted \$25,000 for presidential appearance in its new budget (see page 42).

Down to business

Bradley P. Holmes is taking seriously his new title as U.S. coordinator and director of State Department's Bureau of International Communications and Information Policy. He took lead in setting up regular meetings with colleagues at FCC and at Commerce's National Telecommunications and Information Policy for discussions of issues that cut across their lines of responsibility—for instance, World Administrative Radio Conference in 1992 to deal with mobile communications and high-definition television matters, among others. First meeting with FCC Chairman Alfred C. Sikes and Janice Obuchowski, head of NTIA, was held in Holmes's office on Dec. 19, when decision was made to hold future meetings quarterly (more often, if necessary), with principal

deputies meeting in interim. Holmes, in his confirmation hearing and in remarks at his formal swearing-in last month, stressed that he favors "collegial approach" to dealing with issues. Success in working together would set current crop of executives concerned with national telecommunications policy apart from some other sets over recent past, when officials spent time and energy warring over turf.

HAWAII

Aloha

HBO may have cut out party at Western Cable Show, but it has not done away with tradition of entertaining top echelon of cable industry in summer climate over Super Bowl weekend. Hawaii is site of this year's extravaganza, and HBO will likely have more than just client entertainment on its mind. Unlike previous years, it has two basic cable networks to sell—Comedy Channel, recently launched and in dogfight with MTV's HA! network, and Movietime, now under HBO management.

LOS ANGELES

Twain could meet

New twist has developed in battle of new children's program networks. Fox officials have asked Warner Bros. Domestic Television Distribution, which is launching *Tiny Toon Adventures* and *Merrie Melodies* in fall, to join

forces with Fox Kid's Network, also launching next September. Commenting last week, Warner domestic syndication president Dick Robertson confirmed alliance with Fox Kid's Network was "one option" on table. Robertson said talks to date were preliminary. Further talks are likely, he said. "We're in the very early stages on this and one of our options is to go with Fox."

Fox sources say alliance makes sense, with at least four producers attempting to carve out stripped children's program blocks (Fox, Warner, Buena Vista and DIC). "It makes a lot of sense for Fox," said Robertson. "Whether it makes sense for us, I don't know. If we can figure out a way to do something with them that satisfies our needs, it's very possible we'll make a deal."

Service with a smile

Premiere Radio Networks, radio comedy programing distributor, is looking to expand into station ownership with purchase of two FM's in top-50 markets in Midwest. Letters of intent have been signed and deals are expected to close this month. Source close to deal says three-year-old company is looking to buy third FM as well next year.

ROCHESTER

Expansionists

Cable channel WGRG-TV Rochester is launching what will be market's only 10 p.m. nightly half-hour newscast. Cable channel is programed



Cable glitterati

Cable's big western weekend culminated with ACE awards (story page 46) at Wilmet Theatre in Hollywood. Attending (l to r): National Cable Television Association President Jim Mooney; Arthur Sando, vice president for marketing and communications, Turner Broadcasting System; Mrs. Mooney, and Senator Conrad Burns (R-Mont.).

Burns is considering cable-telco bill aimed at creating "procompetitive" environment beneficial to both industries.

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like local independent station on Time Warner's Greater Rochester Cablevision system. Expected to launch in second quarter, channel general manager John Orr is betting newscast will help pull over \$1 million in local advertising over next year. Channel expects to generate another \$1 million in spot dollars. It already does news inserts and expects to expand news staff from four to about two dozen full-time and part-time positions.

LXINGTON

Pay radio

Sports Communications of Lexington may be on to new means of raising revenues for sports radio broadcast rights holders. Joint venture with Lexington stations WVLK(AM) and WKYT(TV), Host Communications, and University of Kentucky, it began using 900 phone service so UK basketball fans across nation can listen into radio broadcasts from WVLK(AM) Lexington. Callers are charged 75 cents for initial minute and 45 cents each minute thereafter. Full game is expected to cost between \$55 and \$68. UK is banned from live TV for NCAA rules violations.

University of Tennessee, to which Host owns broadcast rights, used similar service during fall football games. For games not available on broadcast or basic cable, or on pay per view, UT averaged approximately 8,000 caller minutes per games. Despite start-up costs of up to \$10,000, \$2,500 monthly fees and fees on each call, most stations have necessary facilities to create program or message, sources said.

CHICAGO

Cosmetics

Following initial results of Frank Magid study of general manager and viewer attitudes to syndicated talk show host Geraldo Rivera, *Geraldo* producer Tribune Entertainment has put together group of 30-second and 60-second promotional

Dragging feet on NRSC

Although large majority of AM broadcasters seem to have approved of FCC's mandate of compliance with National Radio Systems Committee (NRSC) standards, some are planning to ignore commission's order. Circuit Research Labs (CRL), Tempe, Ariz., manufacturer of broadcast audio processing equipment, which has been telemarketing to AM stations to sell its NRSC processors, estimates that only about 80% of AM stations will have converted to NRSC audio standard by FCC's deadline of June 30. CRL estimates that about 1,800 stations, or 36%, have converted so far. In 1994, stations will be expected to comply with NRSC emission standard, also known as "RF mask." However, those missing deadline for installation of audio standard will be required to immediately convert to RF mask and may also be subject to penalty for out-of-band emissions.

According to CRL's Bill Ammons, there are two common reasons given by those stations planning not to convert by deadline. Some say they expect commission to grant six-month extension of deadline. Others say that it would likely take years for FCC to catch them if they are in violation and that they will take their chances.

Bill Hassinger of FCC's Mass Media Bureau says he has not heard of any sentiment within commission in favor of extending June 30 deadline and that he is personally against idea. As for those ignoring deadline, Hassinger warned that complying stations adjacent to stations emitting signals out of band would have incentive to "squeal."

spots aimed at lightening Rivera's image and reinforcing his long standing in investigative TV. Tongue-in-cheek spots feature adolescent version of Rivera investigating mysteries of cafeteria food, locker room shorts and principal's office, while voice-over emphasizes his years in news business. Although at least one major market program director was skeptical about their effectiveness, Tribune hopes spots may counteract study's findings that Geraldo is viewed as going overboard in exposing, rather than investigating, subjects.

PRINCETON

Scrambling at issue

Direct broadcast television programming on Satcom K-1 will not be accessible to de facto industry standard Videocipher II (VCII) descramblers, says source close to negotiations involving group of MSO's and Princeton, N.J.-based K-1 owner-operator GE Americom. "Why would you start a business and use an encryption system you knew was compromised?" said source, referring to estimated half million or more pirated VCII's. Nevertheless, VCII maker General Instrument

is not out of running to participate in plan to distribute eight broadcast and two pay-per-view signals via medium-power Ku-band bird. K-1 advocates, said source, have not discounted using soon-to-be-distributed VCII-Plus system.

Programers using Plus have option of offering or not offering upward compatibility to owners of first-generation VCII descramblers, since 56 of Plus's tier bits—each representing code for channel—are accessible to VCII's and 200 other bits are not. Source said using one of 200 bits not accessible to VCII's, or adopting altogether different system, would not blow hole in Videocipher's de facto standard status, but would, rather, only introduce "complementary system" for home dish owners already in possession of VCII.

WEST GERMANY

Strange bedfellows

Unusual alliance that could change face of European satellite pay TV business is now under early discussion in West Germany. Bertelsmann, world's largest media conglomerate, and

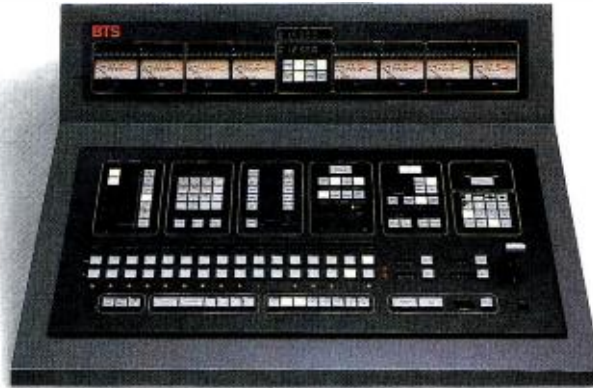
rival media giant Kirch Group have begun talking of possible merger between two competing satellite pay movie services, in large part to avoid state of war apparent between Rupert Murdoch's UK satellite service Sky Television and launch-hopeful British Satellite Broadcasting. Bertelsmann, in partnership with French Canal Plus, Europe's leading pay channel, is well along in plans to launch its pay movie service, Premiere, next September. But Kirch Group, which has already started satellite-to-cable movie service TeleClub in parts of West Germany, holds vast library of film and TV program rights, particularly from Hollywood, leaving little top box office material for any other service. Potential Bertelsmann-Kirch partnership would also make or break satellite business there, since TeleClub is on Kopernicus bird and Premiere would be on Astra or Franco-German DBS bird TV-SAT2 and merger would leave one out in cold. Germany is considered by many to have greatest potential for pay of Europe's TV markets.

ORLANDO

Good taste, bad timing

Future of WLTT-TV Caguas and WSR-TV Ponce (previously owned by Lorimar, bought by Warner and now licensed to Teleonce Corp., former FCC commissioner Anne Jones, trustee), both Puerto Rico, may be decided soon. Stations were to be purchased by Timothy Brumlik for \$23 million, but Brumlik's arrest for laundering drug money and drug trafficking put sales on hold (BROADCASTING, Sept. 25). Trial for Brumlik, who also is 55% owner of WTSG(TV) Albany and 85% owner of WGNM(TV) Macon, both Georgia, is due to start today (Jan. 22.) and, if convicted, he could face 20 years in prison. Depending on outcome, FCC will decide what, if any, action it will take. Brumlik was re-arrested in Orlando prison for allegedly bribing guard to bring him fifth of Johnny Walker Black, according to Florida State Investigators handling case.

How to take control of a broadcast station.

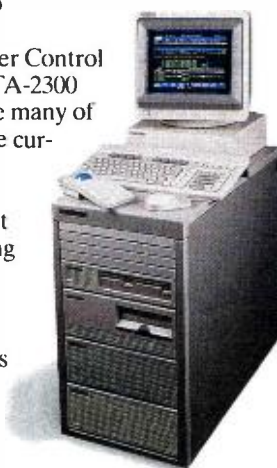


MCS-2000 Master Control Switcher

Go ahead, be ambitious. Controlling a broadcast station is no small potatoes, but these advanced products from BTS make it easy by giving you total control of all on-air programming from two workstations.

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BTA-2300 Automation System

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BY THE NUMBERS 1

After a week tied for first place, *Cosby* and *Cheers* (pictured) were knocked out by *Roseanne* for the number-one slot of Week 17 (Jan. 8-14). *Roseanne* pulled in a 26.4 rating and a 38 share while number two *Cosby* posted a 23.3/36 and number three *Cheers* had a 22.2/34. For the season to date, that gives *Roseanne* a 24.1/36, according to Nielsen, while the other two combatants for first have a 23.6/39 (*Cosby*) and a 23.0/36 (*Cheers*).

For the week, NBC came out on top with a



15.4/24.9 compared to CBS's 13.4/21.5 and ABC's 13.2/21.1. While ABC won Tuesday, Wednesday and Friday nights, the stronger wins of NBC on Thursday and Saturday powered that network to the top. The other two nights of the week, Sunday and Monday, were won by CBS.

In the network news race, ABC was back on top after being beaten the previous week by CBS. ABC's *World News Tonight* was victorious in Week 17, posting an 11.9/21 to the *NBC Nightly News's*

"By the Numbers" continues on page 12

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	26.4/38	A	<i>Roseanne</i>
2	▼	23.3/36	N	<i>Cosby Show</i>
3	▼	22.2/34	N	<i>Cheers</i>
4	▲	21.4/33	N	<i>Different World</i>
5	▼	21.2/36	N	<i>Golden Girls</i>
6	▼	20.4/31	C	<i>60 Minutes</i>
7		19.8/31	C	<i>NFC Championship</i>
7	▲	19.8/34	N	<i>Empty Nest</i>
9	▲	19.3/30	N	<i>Dear John</i>
10	▼	19.0/27	A	<i>Wonder Years</i>
11	▲	18.7/28	A	<i>Coach</i>
12	▲	18.6/28	A	<i>Who's The Boss?</i>
13	▼	18.5/27	C	<i>Designing Women</i>
13	▲	18.5/32	N	<i>L.A. Law</i>
13	▲	18.5/28	C	<i>Newhart</i>
16	■	18.0/27	A	<i>Am. Funniest Home Videos</i>
17	▼	17.9/28	N	<i>Unsolved Mysteries</i>
18	▲	17.8/28	C	<i>Sun. Movie: Pair of Aces</i>
18	▲	17.8/28	N	<i>Sun. Movie: Without Consent</i>
20	▼	17.5/25	C	<i>Murphy Brown</i>
21	▲	17.4/26	A	<i>Head of the Class</i>
21	▼	17.4/26	N	<i>Matlock</i>
23	▲	16.9/29	A	<i>Full House</i>
23	▼	16.9/27	A	<i>Growing Pains</i>
25		16.4/24	N	<i>Hogan Family</i>
26		16.1/25	N	<i>Tue. Movie: Drug Wars, pt. 3</i>
27	▲	15.9/28	A	<i>20/20</i>
28	▲	15.8/24	C	<i>Jake and the Fatman</i>
29	■	15.7/24	A	<i>Mon. Movie: Rock Hudson</i>
29	▼	15.7/29	N	<i>Hunter</i>

Rank/rating □ Network □ Show

31		15.5/26	A	<i>Family Matters</i>
32	▼	15.4/23	A	<i>Doogie Howser, M.D.</i>
33		15.2/23	N	<i>Mon. Movie: Drug Wars, pt. 2</i>
34		14.7/22	N	<i>ALF</i>
35	▲	14.4/25	C	<i>Knots Landing</i>
35	▼	14.4/21	C	<i>Major Dad</i>
37	▼	14.3/25	N	<i>Amen</i>
38	▼	14.1/23	A	<i>Perfect Strangers</i>
39		13.7/20	A	<i>MacGyver</i>
40		13.4/22	C	<i>Dallas</i>
40	▲	13.4/22	A	<i>Just the Ten of Us</i>
40	▲	13.4/20	C	<i>Rescue: 911</i>
43	▼	13.2/22	C	<i>Doctor, Doctor</i>
44	▼	13.0/19	F	<i>Married...With Children</i>
44	▼	13.0/20	N	<i>Night Court</i>
46	▼	12.8/23	N	<i>227</i>
47	■	12.7/19	F	<i>The Simpsons</i>
48		12.5/20	A	<i>Anything But Love</i>
49	▼	12.3/22	A	<i>China Beach</i>
50	▼	12.2/19	A	<i>Father Dowling Mysteries</i>
51	▲	11.7/19	A	<i>thirtysomething</i>
52	▲	11.6/21	N	<i>Quantum Leap</i>
53		11.5/18	N	<i>Magical World of Disney</i>
53	▼	11.5/19	N	<i>True Blue</i>
55	▼	11.4/18	A	<i>Sun. Movie: Jury Duty</i>

Week 17 □ Jan. 8-Jan. 14

Rank/rating □ Network □ Show

56		11.3/18	N	<i>My Two Dads</i>
57		11.2/16	C	<i>Famous Teddy Z</i>
58		11.1/20	C	<i>Wiseguy</i>
59	■	11.0/16	A	<i>Free Spirit</i>
59	▼	11.0/19	N	<i>Mancuso, FBI</i>
61	▼	10.9/19	C	<i>Falcon Crest</i>
62	▼	10.8/17	C	<i>48 Hours</i>
63	▼	10.7/17	C	<i>Tue. Movie: La Bamba</i>
64	▼	10.5/16	C	<i>Island Son</i>
64	▼	10.5/16	A	<i>Young Riders</i>
66	▼	10.0/17	N	<i>Baywatch</i>
66	▲	10.0/16	A	<i>Life Goes On</i>
68	▼	9.8/17	C	<i>Max Monroe: Loose Cannon</i>
69	▼	9.3/14	C	<i>Beauty & the Beast</i>
70	▼	9.1/14	F	<i>America's Most Wanted</i>
71	▼	8.7/15	A	<i>Mystery Movie: B.L. Stryker</i>
72	▼	8.2/15	C	<i>Paradise</i>
73	▼	8.0/15	C	<i>Sat. Night With Connie Chung</i>
74	▼	7.9/14	A	<i>Primetime Live</i>
75	▼	7.7/14	A	<i>Mission: Impossible</i>
76	▼	7.5/13	F	<i>Cops</i>
77	■	7.1/12	F	<i>Totally Hidden Video</i>
78	▼	7.0/11	F	<i>Open House</i>
78	▼	7.0/12	C	<i>Tour of Duty</i>
80	▼	5.2/8	F	<i>21 Jump Street</i>
81	▼	5.1/8	F	<i>Booker</i>
82	▼	4.8/7	F	<i>Alien Nation</i>
83	▼	4.6/7	F	<i>Tracey Ullman Show</i>
84	▼	4.5/8	F	<i>Reporters</i>
85		3.0/5	F	<i>It's Garry Shandling's Show</i>

Guide to symbols

▼ —Down from last week

▲ —Up from last week

■ Source: Nielsen and Broadcasting's own research.

—Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank Program (Syndicator)

1	Wheel of Fortune, syn. (King World)
2	Jeopardy! (King World)
3	Cosby Show (Viacom)
4	Oprah Winfrey Show (King World)
5	Current Affair (20th Century Fox TV)
5	Wheel of Fortune, wknd. (King World)
7	Entertainment Tonight (TPE)
8	Star Trek: Next Generation (Paramount)
9	Donahue (Multimedia)

Rtg	Stns	Covg
15.4	225	99
13.7	215	99
10.4	202	97
9.9	214	99
9.4	187	96
9.4	184	89
9.3	166	95
7.7	232	97
6.8	228	99

10	Star Search (TPE)	6.6	155	95
11	Geraldo (Paramount)	6.2	199	99
12	Chip 'N' Dale (Buena Vista Television)	5.6	171	96
12	Ducktales New Year's Day (Buena Vista)	5.6	155	93
12	People's Court (Warner Bros. Domestic TV)	5.6	169	90
15	Family Feud 2 (LBS)	5.5	114	78

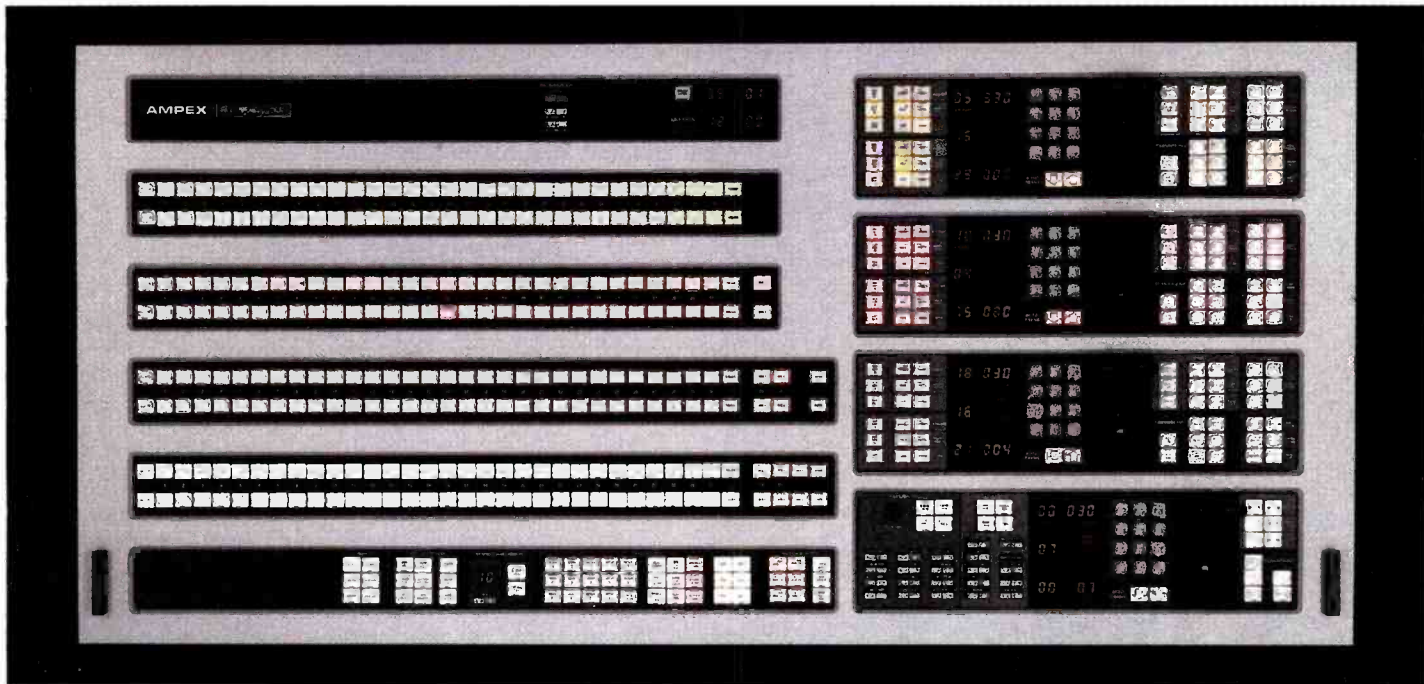
The following shows were rated, but not ranked

Wrestling Network	6.4	168	92
World Wrestling Federation (WWF)	8.2	234	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

The Century switcher: Good for generations to come.



The ideal video system. Is it digital? Is it analog? We think the right answer is, "It's both."

Of course, "all digital" may appear to be the way to go at the purely theoretical level, but in a competitive environment where the highest possible picture quality at the lowest cost is the key to business success, we think that a *hybrid* system is the answer. By "hybrid" we mean composite digital VTRs teamed with an analog composite switcher of appropriate size for the primary tasks encountered.

For example, our Century Series switcher will cost an

estimated 50% to 70% *less* than a digital version of equal power. Its meticulous design and unmatched video manipulation, plus layering and keying capabilities, keep video quality high by reducing the number of generations that would be required on smaller, less capable devices (whether they be analog *or* digital). And, because Ampex continues to support Century with powerful enhancements, it will give you a "new" look for years to come.

And if you're tempted to solve the cost/performance problem by using a smaller, less expensive *digital* switcher, think about how many more generations will be needed (and how difficult pre-viewing layers can be) on smaller switchers!

Consider the pros and cons carefully. You will have already solved your most serious multi-generation problem with a digital VTR. However, attempting to convert completely to digital may not be justified considering the small incremental gain in quality, and the huge incremental cost of a full digital system. (Remember, there's a lot more than just a switcher involved.) So take a close look. You may conclude, as we have, that the answer is, "both."

If you need more information, or just need to toss some digital/analog ideas around, call Ampex at 1-800-25AMPEX. We're here to help.

AMPEX

BC-010-CENG

Summary of Broadcasting & Cable

"By the Numbers" continues from page 10

10.9/19 and the CBS Evening News's 10.8/19. Also in the news numbers, ABC's 20/20 tied its highest rating of this season with its 15.9/28, putting it 27th for the week.

Among the shows premiering, ABC's *America's Funniest Home Videos* made the biggest impression, scoring an 18/27 on Sunday to finish 16th for the week. Fox's *The Simpsons* came in 47th with a 12.7/19, also on Sunday. ABC's *Free Spirit*'s Sunday debut garnered an 11/16 to finish 59th and Fox's *Totally Hidden Video* got a 7.1/12 to finish 77th.

MarketScope

Media stocks took their share of a beating in last week's market. Large capitalization media issues, which had benefited late last year on the upside, took most of the downturn last week, while over-the-counter media issues held up reasonably well. One noticeable exception was Westwood One, which fell from 9 3/4 to 7 1/8. Virtually every industry segment was affected by the selling, including Entertainment, which may have been partly influenced by impressions from last week's NATPE convention, at which many financial observers were in attendance. Paramount was down almost 10%, to 45 1/8, while Orion Pictures Corp. fell almost 14%, to 18 1/4. Shares of the networks and group owner/publishers were also off, but one stock bucking the trend of recent weeks is group owner Liberty Corp., which rose slightly to 44 1/2, up more than 10% over the past month. An A.G. Edwards analyst cited earnings improvement and investor attention from Industrial Equity, a Hong Kong-based concern, which recently disclosed a stake—last Tuesday it was reported to have increased to 7.02%. Also the subject of an SEC 13D filing was Time Warner affiliate American Television & Communications, 9.1% of which was reported last Wednesday to be now owned by PTS Investors, described as "an affiliate of JMB Realty Corp."

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL [*]
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†

Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.



STOCK INDEX 1

Market Capitalization						Market Capitalization					
Closing	Closing	Net	Percent	P/E	Ratio	Closing	Closing	Net	Percent	P/E	Ratio
Wed Jan 17	Wed Jan 10	Change	Change	Ratio(000,000)		Wed Jan 17	Wed Jan 10	Change	Change	Ratio(000,000)	

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	535	547	- 12	- 02.19	22	9,629	N (BLG) A.H. Belo	35	3/8	37	5/8	- 2	1/4	- 05.98	47	701
N (CBS) CBS	175	182	1/4 - 7	1/4 - 03.97	15	4,134	N (AFL) American Family	15	7/8	17	- 1	1/8	- 06.61	14	1,288	
A (CCU) Clear Channel	12	7/8	13	3/4 - 7/8	- 06.36	128	50	O (ACMA) Assoc. Commun.	33	1/4	35	1/2 - 2	1/4	- 06.33	-81	619
A (HTG) Heritage Media	3	3/8	3	7/8 - 1/2	- 12.90	-2	121	N (CCN) Chris-Craft	35	35	7/8 - 7/8	- 02.43	51	833		
O (ICOR) Jacor Commun.	5	5/8	5	3/4 - 1/8	- 02.17	-4	55	O (DUCO) Durham Corp.	30	3/4	30	1/4	1/2	01.65	27	259
O (LINB) LIN	112	5/8	115	1/8 - 2	1/2 - 02.17	63	5,781	N (GCI) Gannett Co.	40	7/8	42	7/8 - 2	- 04.66	17	6,595	
O (OBCCC) Olympia Broadcast	3/8	3/8	3/8	3/8	00.00	-2	10	O (GACC) Great Amer. Comm.	8	1/4	8	1/2 - 1	1/4	- 02.94	-2	259
O (OSBN) Osborn Commun.	11	3/4	12	- 1/4	- 02.08	7	79	N (JP) Jefferson-Pilot	40	1/4	40	3/4 - 1	1/2	- 01.22	13	1,513
O (OCOMA) Outlet Commun.	22	1/2	25	- 2	1/2 - 10.00	27	147	N (KRI) Knight-Ridder	53	55	1/2 - 2	1/2	- 04.50	12	2,726	
A (PR) Price Commun.	5	5/8	6	1/8 - 1/2	- 08.16	-11	51	N (LEE) Lee Enterprises	29	7/8	30	7/8 - 1	- 03.23	17	729	
O (SAGB) Sage Broadcasting	2	3/4	2	3/4	00.00	-2	10	N (LC) Liberty	44	1/2	44	1/2	1/2	01.13	25	376
O (SCRIP) Scripps Howard	63	64	- 1	- 01.56	32	650	N (MHP) McGraw-Hill	59	1/4	56	1/2	2	3/4	04.86	15	2,881
O (SUNNC) SunGroup Inc.	2	1	7/8	1/8	06.66	-2	4	A (MEGA) Media General	29	5/8	31	1/2 - 1	7/8	- 05.95	740	762
O (TLMD) Telemundo	5	3/8	5	3/4 - 3/8	- 06.52	-2	122	N (MDP) Meredith Corp.	32	3/8	34	- 1	5/8	- 04.77	18	604
O (TVXGC) TVX Broadcast	4	1/8	4	1/8	03.12	30	O (MMEOC) Multimedia	85	3/4	92	- 6	1/4	- 06.79	32	969	
O (UTVI) United Television	34	35	1/4	1/4	- 03.54	48	371	A (NYTA) New York Times	25	7/8	26	3/8 - 1	1/2	- 01.89	13	2,031



Watch Sally Grow.



Six years ago, Sally Jessy Raphael spoke her first words on TV. Now in 1989 her words are broadcast by 126% more stations than in 1983. The Sally Jessy Raphael show. Her success speaks for itself.

Sally Jessy Raphaël



BY THE NUMBERS 3

STOCK INDEX 2

	Market						Market							
	Closing		Net	Percent	P/E	Capitali-	Closing		Net	Percent	P/E	Capitali-		
	Wed	Wed					Wed	Wed						
	Jan 17	Jan 10	Change	Change	Ratio(000,000)		Jan 17	Jan 10	Change	Change	Ratio(000,000)			
N (NWS) News Corp. Ltd.	20 3/8	22 3/4	- 2 3/8	-10.43	7	5,469	N (SAA) Saatchi & Saatchi	12 1/4	13 3/8	- 1 1/8	-08.41	9	1,917	
O (PARC) Park Commun.	20	21	- 1	-04.76	21	414	O (TLMT) Telemation	2 1/2	2 1/2		00.00	-41	11	
O (PLTZ) Pulitzer Publishing	29 3/4	30 3/4	- 1	-03.25	15	311	A (UNV) Unitel Video	12 1/8	13 3/4	- 1 5/8	-11.81	19	25	
N (REL) Reliance Group Hold.	5 3/4	6	- 1/4	-04.16	23	428								
N (RTRSY) Reuters Ltd.	50 3/8	52 1/2	- 2 1/8	-04.04	26	22,883								
O (STAUF) Stauffer Commun.	146	146		00.00	49	146								
N (TMC) Times Mirror	34 5/8	37	- 2 3/8	-06.41	13	4,433								
O (TMCI) TM Communications	5/32	7/32	- 1/16		28.6									
N (TRB) Tribune	43	45 1/8	- 2 1/8	-04.70	14	3,115								
A (TBSA) Turner Bcstg. 'A'	45 5/8	51	- 5 3/8	-10.53	-19	1,039	A (ATN) Acton Corp.	14	4 7/8	- 7/8	-05.88	3	22	
A (TBSB) Turner Bcstg. 'B'	43 1/2	49 3/8	- 5 7/8	-11.89	-18	1,185	O (ATCMA) Amer. TV & Comm.	39 3/4	40 1/2	- 3/4	-01.85	57	4,336	
A (WPOB) Washington Post	286	293 3/4	- 7 3/4	-02.63	-19	3,078	O (CTEX) C-Tec Corp.	23 3/4	25 1/2	- 1 3/4	-06.86	28	405	
							A (CVC) Cablevision Sys. 'A'	32 3/4	37 1/2	- 4 3/4	-12.66	-5	723	
							A (CTV) Century Commun.	11	2 3/8	- 1 3/8	-11.11	-29	717	
							O (CMCSA) Comcast	14 3/4	16 1/8	- 1 3/8	-08.52	-17	1,483	
							A (FAL) Falcon Cable Systems	17 3/8	18 7/8	- 1 1/2	-07.94	-45	111	
							O (JOIN) Jones Intercable	14 7/8	15 1/2	- 5/8	-04.03	-7	184	
							T (RCIA) Rogers Commun. 'A'	126	138	- 12	- 8.7	-233	1,862	
							T (RCIB) Rogers Commun. 'B'	101 1/2	107 1/2	- 6	- 5.9	-182	1,450	
O (ALLT) All American TV	2 1/2	2 5/8	- 1/8	-04.76	3		O (TCAT) TCA Cable TV	14 3/4	16 1/2	- 1 3/4	-10.60	30	356	
A (CLR) Color Systems	2 1/2	2 1/2		00.00	-2	13	O (TCOMA) Tele-Commun.	15 1/4	16 1/2	- 1 1/4	-07.57	-190	5,381	
O (DCPI) Dick Clark prod.	6 3/4	6 3/4		00.00	25	55	N (TWX) Time Warner	114 3/4	116 7/8	- 2 1/8	-01.81	23	7,378	
N (DIS) Disney	110 1/8	116 3/4	- 6 5/8	-05.67	24	14,817	O (UAECA) United Art. Ent. A	16 1/2	18 3/8	- 1 7/8	-10.20	-10	2,234	
O (FNNI) Financial News	7	7 1/4	- 1/4	-03.44	41	85	O (UAEGB) United Art. Ent. B	16 3/4	18 3/8	- 1 5/8	-08.84	-25	1,106	
A (FE) Fries Entertain.	2 1/4	2 3/8	- 1/8	-05.26	-2	11	N (VIA) Viacom	52 5/8	58 1/2	- 5 7/8	-10.04	34	2,808	
A (HHH) Heritage Entertain.	1 5/8	1 3/4	- 1/8	-07.14	-1	8								
A (HSN) Home Shopping Net.	8 1/4	8 3/4	- 1/2	-05.71	103	738	N (WU) Western Union	13/32	1/32	00.00	22			
N (KWP) King World	39 1/2	40 3/4	- 1 1/4	-03.06	13	991								
O (KREN) Kings Road Entertain.	9/32	1/4	1/32	12.50	1									
N (MCA) MCA	58	61 7/8	- 3 7/8	-06.26	21	4,251								
N (MGM) MGM/UA Commun.	13	15 1/4	- 2 1/4	-14.75	-6	656								
A (NNH) Nelson Holdings	10 1/4	11 3/8	- 1 1/8	-09.89	-7	384								
O (NNET) Nostalgia Network	2	2 1/8	- 1/8	-05.88	-2	11								
N (OPC) Orion Pictures	18 1/4	21 1/2	- 3 1/4	-18.11	21	328								
N (PCI) Paramount Commun.	47 1/8	51	- 3 7/8	-07.59	15	5,475								
N (PLA) Playboy Ent.	14 5/8	14 1/2	1/8	00.86	-35	137	N (MMM) 3M	81 1/8	82 3/4	- 1 5/8	-01.95	14	17,880	
O (QNTOE) Qintex Ent.	1 1/4	1 1/4		00.00		26	N (ARV) Arvin Industries	14 5/8	15 1/4	- 3/8	-04.09	22	272	
O (QVCN) QVC Network	16 1/4	17 3/8	- 1 1/8	-06.47	26	245	O (CCBL) C-Cor Electronics	10 1/2	10 1/2		00.00	8	42	
O (RVCC) Reeves Commun.	6 3/4	6 7/8	- 1/8	-01.81	-5	85	N (CHY) Chyron	2 3/8	2 5/8	- 1/4	-09.52	-13	26	
O (RPICA) Republic Pic. 'A'	9 1/2	9 1/2		00.00	105	40	A (COH) Cohu	9 7/8	9 3/4	1/8	01.28	6	19	
O (RPICB) Republic Pic. 'B'	9	9 1/4	- 1/4	-02.70	100	38	N (EK) Eastman Kodak	40 1/4	42 1/2	- 2 1/4	-05.29	12	13,067	
O (SP) Spelling Entertainment	11 5/8	11 7/8	- 1/4	-02.10	24	384	N (GRI) Gen. Instrument	39 7/8	39 3/4	1/8	00.31	13	1,077	
O (JUKE) Video Jukebox	7 3/4	8 5/8	- 7/8	-10.14	-25	72	N (GE) General Electric	63	64 5/8	- 1 5/8	-02.51	15	56,844	
O (WONE) Westwood One	7 1/8	9	- 1 7/8	-20.83	-10	103	N (HRS) Harris Corp.	32 5/8	33 1/2	- 7/8	-02.61	59	1,263	
							N (MAI) M/A Com. Inc.	4 5/8	4 7/8	- 1/4	-05.12	9	110	
							N (IV) Mark IV Indus.	13 1/2	14 1/4	- 3/4	-05.26	6	132	
							O (MATF) Matthews Studio	111/16	1 11/16		00.00	-84	10	
							O (MCDY) Microdyne	4 1/4	4 3/8	- 1/8	-02.85	106	17	
							O (MCOM) Midwest Commun.	4 1/4	4 7/8	- 3/8	-12.82	12	12	
							N (MOT) Motorola	59 7/8	62 3/8	- 2 1/2	-04.00	15	7,766	
							N (OAK) Oak Industries	1 1/4	1 1/4		00.00	41	103	
							A (PPI) Pico Products	1 1/8	1 3/8	- 1/8	-09.09	-1		
O (AGRP) Andrews Group	3 5/8	3 3/4	- 1/8	-03.33	-3	33	N (SFA) Sci-Atlanta	21 1/2	23 1/2	- 2	-08.51	14	496	
O (BSIM) Burnup & Sims	17 1/2	17 7/8	- 3/8	-02.09	19	220	N (SNE) Sony Corp.	58 3/4	59 1/8	- 3/8	-00.63	30	16,802	
N (CQ) Comsat	37	37 3/4	- 3/4	-01.98	10	616	N (TEK) Tektronix	18 1/8	18	1/8	00.69	53	524	
N (DNB) Dun & Bradstreet	42 3/8	45	- 2 5/8	-05.83	14	7,932	N (VAR) Varian Assoc.	20 3/4	22	- 1 1/4	-06.68	8	418	
N (FCB) Foote Cone & B.	29	29 5/8	- 5/8	-02.10	17	248	O (WGNR) Wegener	2 5/8	2 3/4	- 1/8	-04.54	6	19	
O (GREY) Grey Advertising	165	165		00.00	15	193	N (WX) Westinghouse	71 3/4	73 3/8	- 1 5/8	-02.21	12	10,391	
O (IDBX) IDB Communications	9 1/2	10	- 1/2	-05.00	475	47	N (ZE) Zenith	12 1/4	12 1/2	- 1/4	-02.00	1225	327	
N (IPG) Interpublic Group	31 3/8	33 3/4	- 2 3/8	-07.03	16	1,075								
O (OMCM) Omnicom Group	25	25 7/8	- 3/8	-03.38	14	619								
							Standard & Poor's 400	393.35		389.15		-58		

ONLY TWO TALK SHOWS GREW IN NOVEMBER!



 **MULTIMEDIA
ENTERTAINMENT**

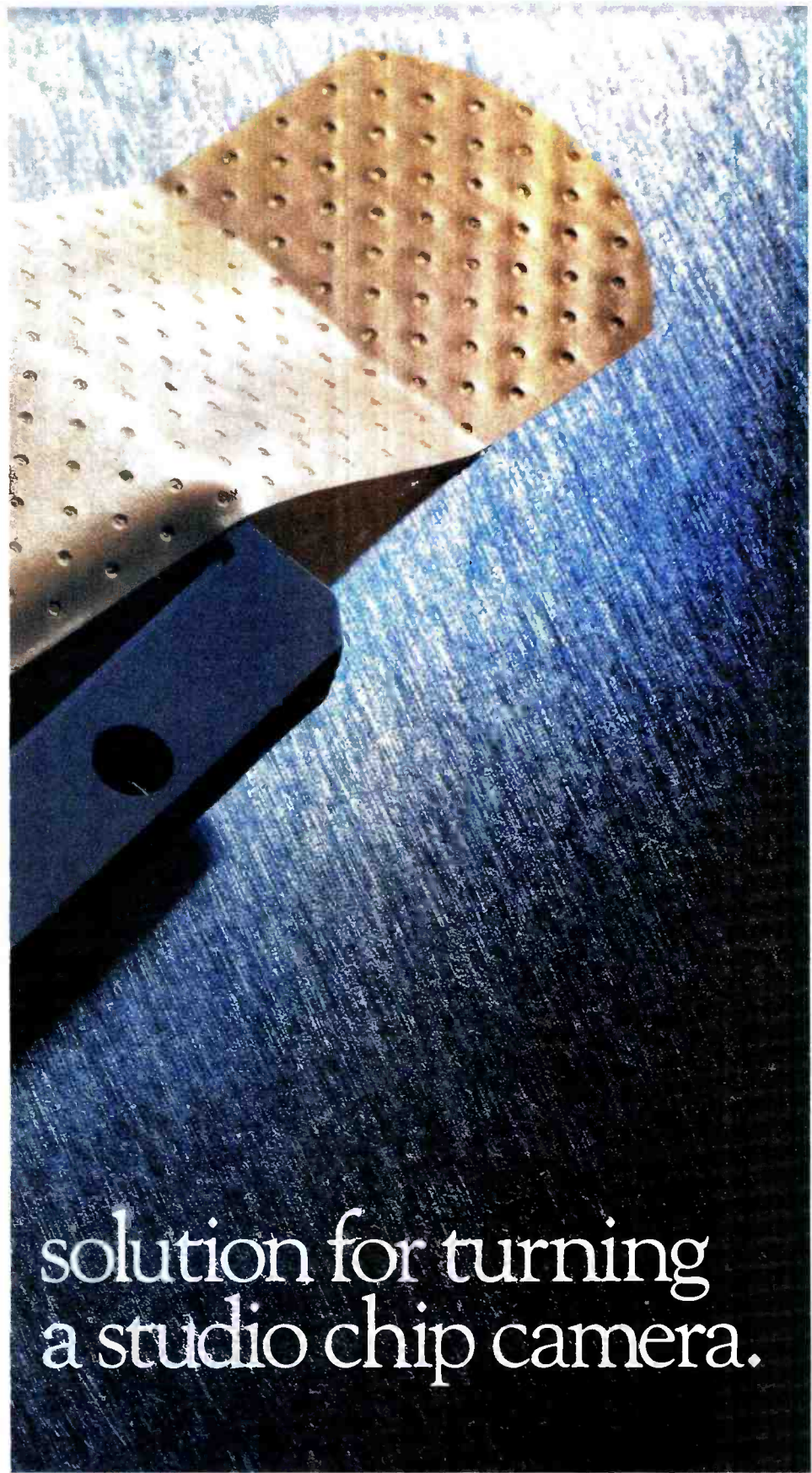
Source: NTI November 1988 vs. 1989

Data Available

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This is no
a studio tube camera into



solution for turning
a studio chip camera.

In their haste to get to market, some camera manufacturers have employed what we think are band-aid solutions to product design.

Simply fitting chips into a camera originally configured for tubes seems quite acceptable to some.

But not to Sony.

Introducing the Sony BVP-370 studio CCD camera. It's been specifically designed to complement Sony's most advanced chip, the 768 FIT CCD, for superior performance.

This chip virtually eliminates vertical smear. And Sony's exclusive HAD sensor gives clean, quiet images, and excellent color reproduction.

Because we took time in the design process, you save time. The automatic set-up feature doesn't require an internal lens diascope or external charts. This reduces set-up time to a few seconds, instead of two and a half minutes.

And the BVP-370 employs the latest component triax system, specially suited for optimal performance of CCD cameras.

These features reflect Sony's belief that the only way to design a studio chip camera is from the inside out. And that a bandaid solution is no solution.

To learn more about the BVP-370 studio CCD camera, call (800) 635-SONY.

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SONY

BROADCAST PRODUCTS

Datebook

■ indicates new listing or changed item.

This week

Jan. 21—Showtime Dealer College, workshop sponsored by *Showtime Satellite Networks*, during SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Boigla, (212) 807-1400.

Jan. 21—"Rocky and Bullwinkle Marathon," sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

■ **Jan. 22**—"Sports Journalists: Professionals, Cheerleaders or Troublemakers?" one in American Forum series sponsored by *American University School of Communications*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

Jan. 22-24—*Satellite Broadcasting and Communications Association* satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 23—*Ohio Association of Broadcasters* Toledo managers' meeting. Toledo Marriott, Toledo, Ohio. Information: (614) 228-4052.

■ **Jan. 23**—"Transforming the Literary Image: A Seminar with Robert Geller," on interpreting the subtleties of a literary work for television, sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-7684.

Jan. 23-25—*Georgia Association of Broadcasters* 45th Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

Jan. 24—"Congress 1990," seminar sponsored by *Federal Communications Bar Association*. Grand Hyatt, Washington. Information: Robert Lewis Thompson, (202) 296-0600.

Jan. 24—*National Academy of Television Arts and Sciences*, New York chapter, luncheon.

Speaker: Roger L. Werner, president, chief executive officer, ESPN. Copacabana, New York.

Jan. 24—*Ohio Association of Broadcasters* Cincinnati managers' meeting. Cincinnati Westin, Cincinnati. Information: (614) 228-4052.

Jan. 25—*Utah Broadcasters Association, Salt Lake Radio Broadcasters Association and Salt Lake City commercial TV stations* sales seminar. Salt Lake Airport Hilton.

Jan. 25—*West Virginia Broadcasters Association* copywriters' workshop. Parkersburg, W.Va.

Jan. 25—Airing on PBS of presentation of 48th Alfred I. DuPont-Columbia University Awards in broadcast journalism. Low Memorial Library, Columbia University, New York. Information: (212) 560-3021.

Jan. 25—Presentation of eighth annual WIC Awards, sponsored by *Women in Cable, Chicago chapter*. Park West, Chicago. Information: (708) 990-8999.

Jan. 25—*American Women in Radio and Television, Golden Gate chapter*, luncheon. Nikko hotel, San Francisco. Information: (415) 923-0988.

■ **Jan. 25**—*Advertising Club of Metro Washington* TV advertising production seminar luncheon to "teach individuals how to take advantage of television advertising." Keynote speaker: Geraldo Rivera. Sheraton Washington, Washington. Information: (301) 656-2582.

Jan. 25-26—"Broadcast Journalism and the Public Interest," Alfred I. DuPont forum sponsored by *Alfred I. DuPont Center for Broadcast Journalism, Graduate School of Journalism, Columbia University*, featuring Alfred Sikes, FCC chairman; Ed Markey, chairman, House Subcommittee on Telecommunications; Joel Chaseman, chairman, Post-Newsweek Stations; Jeff Greenfield, ABC

News, and Linda Wertheimer, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

Jan. 25-27—"Regulating the Cable Industry," cable management program sponsored by *Women in Cable and Denver University*. Denver. Information: Nancy Ring, (312) 661-1700.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

Jan. 26-27—*Minnesota Association of Cable Television Administrators* seventh annual conference, "Entering a New Decade of Cable Challenges." Scanticon Conference Center and hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

Jan. 27-31—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Also in January

■ **Jan. 29**—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Airport Hilton, Los Angeles. Information: (404) 827-2269.

■ **Jan. 30**—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Crystal City Marriott, Arlington, Va. Information: (404) 827-2269.

Jan. 30—Roundtable on televised violence, sponsored by *Annenberg Washington Program of Northwestern University*. Speakers include Andrew Barrett, FCC commissioner; Senator Paul Simon; Michael Mann, producer, *Miami Vice*; Zev Braun, producer, *Tour of Duty*, and Peter Kohler,

Major Meetings

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

Jan. 27-31—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 11-16—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 31-April 3—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

April 18-20—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

April 20-25—*MIP-TV*, international television program market. Palais des Festivals, Cannes,

France. Information: (212) 750-8899.

May 17-20—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Convention Center, Atlanta.

June 3-6—*NBC-TV* annual affiliates meeting. Washington.

June 10-13—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 11-14—*ABC-TV* annual affiliates meeting. Los Angeles.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

July 15-18—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Convention Center, Boston. Future meeting: Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 16-18—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

Sept. 21-25—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

Oct. 2-4—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 4-7—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Oct. 3-7, 1992, Jacob Javits Convention Center, New York.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz-Carlton, Naples, Fla.

■ **Nov. 14-16**—*Television Bureau of Advertising* annual meeting. Dallas.

■ **Nov. 28-30**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 7-10, 1991—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.



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14440 Cherry Lane Court, Laurel, MD 20707
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TV editorialist and VP of Gannett Broadcasting. Willard office building, Washington. Information: (202) 393-7100.

Jan. 30—Ohio Association of Broadcasters Dayton managers' meeting. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

Jan. 30-Feb. 1—South Carolina Broadcasters Association 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

Jan. 31—"Building Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising* in conjunction with *Retail Advertising Conference*. Marriott Downtown, Chicago. Information: (212) 486-1111.

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" radio promotion contest. NAB Radio Office, (202) 429-5420.

Jan. 31—Deadline for entries in Fourth Estate Award of the *American Legion*, awarded annually for excellence in journalism to individual, publication or broadcaster. Information: Lee Harris, (317) 635-8411; American Legion, P.O. Box 1055, Indianapolis, 46206.

Jan. 31—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speakers: Bruce L. Christensen, president and chief executive officer, PBS, and Jennifer Lawson, executive VP for national programming and promotion services, PBS. Copacabana, New York.

■ **Jan. 31—Turner Cable Network Sales** Goodwill Games local ad sales/marketing seminar. Hyatt at Oakland International, San Francisco. Information: (404) 827-2269.

■ **Jan. 31—Turner Cable Network Sales** Goodwill Games local ad sales/marketing seminar. Adam's Mark, Philadelphia. Information: (404) 827-2269.

February

Feb. 1—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by *International Communications Industries Association*. Information: (703) 273-7200.

Feb. 1—Deadline for entries for *Action for Children's Television's* 1989-90 Achievement in Children's Television Awards. Information: Sue Edelman, (617) 876-6620.

Feb. 1—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and TV programs for and about aging or aged people and to encourage excellence in media productions on issues related to aging." Information: (312) 427-5446.

Feb. 1—Deadline for applications for fellowships sponsored by *Gannett Center for Media Studies*. Information: Shirley Gazsi, (212) 280-8392.

■ **Feb. 1—Turner Cable Network Sales** Goodwill Games local ad sales/marketing seminar. Hilton, Sacramento, Calif. Information: (404) 827-2269.

■ **Feb. 1—Turner Cable Network Sales** Goodwill Games local ad sales/marketing seminar. Sheraton hotel, Hartford, Conn. Information: (404) 827-2269.

■ **Feb. 6—Turner Cable Network Sales** Goodwill Games local ad sales/marketing seminar. J.W. Marriott Galleria, Houston. Information: (404) 827-2269.

■ **Feb. 6—Turner Cable Network Sales** Goodwill Games local ad sales/marketing seminar. Marriott Newton, Boston. Information: (404) 827-2269.

Feb. 6—"Avoiding EEO Decertification: A Hands-on Workshop," sponsored by *Community Antenna Television Association, Cable Television Association of Maryland, Delaware and the District of Columbia and Pennsylvania Cable Television Association*. Warwick hotel, Philadelphia. Information: James Blitz, (202) 371-5700.

Feb. 6-7—Arizona Cable Television Association

annual meeting. Hyatt Regency, Phoenix.

Feb. 7—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Reese Schonfeld, president, Opt in America, and executive producer, *People Magazine on TV*. Topic: "Video on Demand—Fiber Optics." Copacabana, New York.

■ **Feb. 7—Turner Cable Network Sales** Goodwill Games local ad sales/marketing seminar. Hyatt Regency, Dallas. Information: (404) 827-2269.

■ **Feb. 7—Turner Cable Network Sales** Goodwill Games local ad sales/marketing seminar. Sheraton Meadowlands, New York. Information: (404) 827-2269.

■ **Feb. 7—"Negotiating Agency Compensation: Agency Needs, Client Sensitivities,"** professional development seminar sponsored by *American Association of Advertising Agencies*. Colony Square hotel, Atlanta. Information: (212) 682-2500.

Feb. 8-10—Louisiana Association of Broadcasters annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 9-11—Oklahoma Association of Broadcasters winter meeting. Waterford hotel, Oklahoma City. Information: (405) 528-2475.

Feb. 11-12—National Association of Broadcasters radio group-head "fly-in." Embassy Suites hotel at O'Hare, Chicago. Information: (202) 429-5420.

Feb. 11-16—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

Feb. 12—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *Mollie Parnis Livingston Foundation* of University of Michigan for "best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium." Information: (313) 764-2424.

Feb. 12-13—National Academy of Television Arts and Sciences trustees meeting. Marriott-Marquis hotel, New York.

Feb. 13—Federal Communications Bar Association luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—"Television: The Dynamics of Change," television advertising workshop sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS News. New York Hilton, New York. Information: (212) 697-5950.

Feb. 13-14—Broadcast Credit Association 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

Feb. 14—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Michael B. Alexander, executive VP-general manager, WWOR-TV New York. Copacabana, New York.

Feb. 15-16—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

■ **Feb. 16—Academy of Television Arts and Sciences** forum luncheon. Speaker: Kay Koplovitz, president-CEO, USA Network. Regent Beverly Wilshire hotel, Los Angeles. Information: (818) 763-2975.

Feb. 20—Nebraska Broadcasters Association hall of fame awards/winter legislative dinner sponsored by *Nebraska Broadcasters Association*. NBC Center, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

■ **Feb. 20—"The Role of the Press in a Changing**

Eastern Europe," one in American Forum series sponsored by *American University School of Communication*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

Feb. 21—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Robert Friedman, president, Entertainment Group, Playboy Enterprises. Copacabana, New York.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 23-25—"The U.S. and Latin America" conference for journalists sponsored by *Foundation for American Communications*. Westin Paso del Norte, El Paso, Tex. Information: (213) 851-7372.

Feb. 24—National Association of Broadcasters Small/Medium Market Managers Roundtable meeting. Sheraton Music City Hotel, Nashville. Registration deadline is Feb. 14. Information: NAB Radio Office, (202) 429-5420.

Feb. 27-28—North Carolina CATV Association winter meeting. Washington Duke Inn and Country Club, Durham, N.C. Information: (919) 821-4711.

Feb. 28—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Stephen Palley, chief operating officer, King World. Copacabana, New York.

Feb. 28-March 2—Cable Television Public Affairs Association Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programmers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March

March 1—International Radio & Television Society Gold Medal banquet, honoring Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 1—Broadcast Capital Fund minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington. Information: Zora Brown (202) 429-5393.

March 1—Deadline for entries in seventh annual *Cable Television Administration and Marketing Society/Cable Marketing Awards for Excellence in Cable Marketing and Advertising*. Information: (703) 549-4200.

March 1—Deadline for U.S. entrants in *New York Festivals*, radio and print advertising competition. Information: (914) 238-4481.

March 2—Southern California Broadcasters Association Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 2-4—Intercollegiate Broadcasting System national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710.

March 6—American Advertising Federation spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

March 7—Federal Communications Bar Association luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 7—Ohio Association of Broadcasters Ohio congressional salute, Washington Court hotel, Washington. Information: (614) 228-4052.

■ **March 8-9—"Cable Television Law: Revisiting the Cable Act,"** seminar sponsored by *Practising*

IGM automation system including (3) 48 tray instacarts, mono, will sell separately, (3) Scully 280 stereo decks, (2) SCM stereo decks, (2) UMC time announcement decks, Technican disc drive, Extal logger, Brain w/OK event & key-board, new CRT in carton, spare parts kit, (5) racks, \$6000 ea/instacarts, \$17,500/eyestem. K Stone, 512-345-9300.

BE 16K complete w/4 Revco PR99s, time advance, delay record, live assist & much more, removed from service 2/89, excel cond, \$27,500. D Remy, KKLI, 2808 International, Colorado Springs CO 80910. 719-636-1000.

Insta-Cart 48 PBM, like new, all heads perfect, mono, \$5000 or trade w/extra control chassis. D Kohn, KESM, 200 Radio La, El-dorado MO 64744.

Control Design CD-28, including racks, Carousels, R-R, time announcement controller, gd working cond, spare parts, sell separately or as one. E Histed, WDNH, 350 Erie. Honesdale PA 18431. 717-253-1616.

Automated Broadcast Controls tone generator (2), \$150; Conex CS-25 Sensor, \$150; BE dual tone generator, \$50. C Green, Century 21 Programming. 800-937-2100.

Sparta 25-08C 25 Hz osc/filter for automation production. 2 chnls, \$150/BO. J McDonald. 303-669-3442.

Sono-Mag 252RS Carousel stereo. BO: IGM 78 tray go-cart stereo bi-directional. BO: (2) Gates 25 Hz tone controller. BO: Sparta 25SEN 25 Hz tone decoder. BO: Gates FA25 25 Hz stereo notch filter. BO. KDIB, POB 6184, Kingman AZ 86402. 602-753-KDKB.

IGM automation system, includes Basic A CPU, keyboard, CRT, hard drive, (3) instacarts, (4) ITC reel decks, Sparta Carousel, IGM time announcements, new IGM encoder w/teletext terminal, all cards, interfaces, maint kit & manuals, \$9500. J Katz, KJUG, 717 N Mooney, Tulare CA 93274. 209-686-2866.

Revco PR-99 4 deck, original boxes; P-3A controller. BO. J Phillips, WZOM, 409-12 Clinton, Defiance OH 43512. 419-784-1059.

CART MACHINES

Want to Sell

UMC Beaucart RP stereo record w/ spare parts, manual, 3 tones, \$1125. B Carr, WRFD, 1201 Fremont Pk, Toledo OH 43669. 419-837-9696.

ATC Criterion Series mono R/P, gd cond, \$300. B McKinnick, 331 Mulberry, Catawissa PA 18032. 215-264-5295.

SMC 510 single cart player (2), \$150 ea/BO. J McDonald, 303-669-3442.

Telex MC-PR11 R/P, like new, \$950. L Chatman, IVA, 424 Commerce St, Berlin NJ 08009.

Rapid-Q ROM-2 R/P mono, fair cond, \$200 or trade. D Kohn, KESM, 200 Radio La, El-dorado Springs MO 64744.

Fidelipac Zenith & height gages for head alignment, never used, \$50. D Bailey, 3422 Beech, Rowlett TX 75088. 214-475-9796.

BE 5302B mono, triple decker, gd cond, \$1300. E Trevino, KBOR, Box 3407, Brownsville TX 78523. 512-541-6348.

3M/ITC Delta I stereo, gd cond, presently working. E Trevino, KBOR, Box 3407, Brownsville TX 78523. 512-541-6348.

SMC 792 mono, gd cond, \$900. E Trevino, KBOR, Box 3407, Brownsville TX 78523. 512-541-6348, Fax 512-542-4109.

3M/ITC Delta I stereo, gd cond. E Trevino, KBOR, Box 3407, Brownsville TX 78523. 512-541-6348.

BE cart tape winder, almost new, w/ther, both in original packing, \$425. G Cahill, Invisible Inc, POB 5786, Hudson FL 34674. 813-725-5003.

BE/Spotmaster TP-1A cart winder, without timer, \$100, will throw in 100 plus carts for \$150; (3) record amps, mono, for RCA RT-2775A-27 series cart machines, \$40 ea. F Vobbe, Great Northern Bldg Co, POB 5031, Lima OH 45802. FidoNet 1:23416.

ATC PB-150 tube mdl, seems complete, gd for parts, etc, \$100/BO. J Sigmom, WBZK, POB 398, York SC 29745. 803-684-4241.

ITC Omega Series (2) playback desks. program cards need minor repair, otherwise excel cond, \$8 POB 740. C.

BG Engineer ital up timer cart decks, lamps, motor, for PDII 99 cart deck, dova, San D

Telex MC-PF L Chatman, Berlin NJ 08

New STL N/ stereo & cor Aristocart sh reo & (2) ster kit, rack mo relays & he Royster, KOH 92107. 619-2

Harris Crite cond, PB ste Enter, 331 M 215-264-529.

CASSE REE

Tandberg 74 w/tp plastic mics, mint, 1950's consu S Delahoyde 602-937-908

Sony TC-75 er, \$550/trac

Tascam 38 \$1875; Tascam K Flory, The Springs AR

IBM Systor drive, 6 yrs - bine traffic s WJL, 3342

Otari 8 SD tremely clea tions, \$2500 15 Perkins, 1844.

Technica 1f control in fai POB 83111, I

Scully 27C reproducers capstan mot only w/Schal heads, parts BO; PR&E l ble speed an B Royster, KI 92107. 619-2

Telefunken & varispd, \$c \$4K; Tascam Nakamichi i NYNY 1010

Pioneer CT need minor i mon, WBZK 684-4241.

ITC 850 Sen 901 E Pike B 1548.

Ampeg AG - console (2), i w/inovonics sole (2), \$4 Ruslang con \$100. B Reik

Pioneer 102UL 102UL rears a (a) rears of tape, stereo 1/4 trk w/quad repro capability (4th), excel cond, \$400. B Ford, Spunk Prod, Box 1052, El Granada CA 94018. 415-725-4786.

Pioneer 111 111 2 speed 102UL rears, 1/4 trk R/P w/4 trk repro head, excel cond, \$400. B Ford, POB 1052, El Granada CA 94018. 415-725-4786.

Muller 2000 8 pot, 16 input w/tp supply, gd cond, BO. D Wolfe, KRIV, 901 E Pike Blvd, Westlaco TX 75396. 512-968-1548.

Ampeg AG500-2 stereo 2 trk, in case, built in mic/line mixing w/tpgs, mic preamps, vgc. 7.5-3.75 ips, \$300 plus shpg. M Saady, First City Recd, 141-60 84 Rd 3E, Briarwood NY 11735. 718-846-2062.

Ampeg AG500-2 stereo 2 trk, in case, built in mic/line mixing w/tpgs, mic preamps, vgc. 7.5-3.75 ips, \$300 plus shpg. M Saady, First City Recd, 141-60 84 Rd 3E, Briarwood NY 11735. 718-846-2062.

The hardest place to find our products.

Any time you care to scan the broadcast equipment classifieds, you can find most of the major names in our industry—with one notable exception. Products manufactured by Pacific Recorders & Engineering seldom if ever show up in these pages.

That should tell you two important things about our equipment. One, it has a very long life. Two, it's in such demand, even after years of use, that it's almost never advertised. Instead, the engineer who's replacing his BMX consoles (usually because his station or network is building new facilities with new PR&E equipment) simply calls a few friends. Once word gets around that some of our gear is available used, it's quickly sold.

Pacific Recorders & Engineering consoles and cart machines are never hard to find. Try any major market station, network studio or smaller facility where professionals demand tools that work as hard, as well, and as long as they do. But please, don't waste your time looking in the classifieds.

Of course, the enduring worth of PR&E equipment is another excellent reason most people buy it new, direct from the source. Just call us at (619) 438-3911 for complete information on BMX Series III consoles or any of our other products and services.



PACIFIC RECORDERS & ENGINEERING CORPORATION
2070 Las Palmas Drive
Carlsbad, CA 92009
Tel (619) 438-3911 Fax (619) 438-9277

CONSOLES

Want to Sell

Autogram AC-20/10 enars parts, lamps, rmers, BO. in Diego CA

excel cond, Ampex 440 W Kramer, 33315. 305-

trk procas- 500/firm. B 3ranada CA

achines (2), 778-5192.

< letters, ex- 4-chnl 1/2" excel cond, excel cond, aka assem- 10 ea; Scul- l cond, \$75.

l processor, tar to PCM- 300. B Ford, a CA 94018.

erate speak- ad has de- l Smith, 25 3. 508-841-

\$600 ea or POB 549, 52-2263.

; Telex 1422, speeds, BO, and, BO. J y PA 17801.

ardly used, SW 112 Ave,

pro 4-trk, 4 r 2 trk, Teac never used, ates, Lakes 51301. 712-

cond, \$250; f cond, \$50; d, BO; CBS \$200; CBS \$200. J Tho- 699-9831.

/ roll-around are capstan l, \$1000 pls -1/2 Hatlie, -5849.

system. M 1MN 56302.

AR 50-6, for ; BO; Tape- up players, or details & Springfield

factory roll- uave very lit- ica & other j. B Mount- bethton TN

10th in vgc, 5wood, Bay

nssoles (2), x rader, 120 access, low ; POB 880,

EV EVT 5212 12 in, stereo out & mono & monitor, mint cond, \$500. D Bailey, 3422 Beech, Rowlett TX 75088. 214-475-9796.

RCA BCSA (2), modified to 7 inputs, complete w/ spare parts & manuals, gd cond, BO; Kel-don KD20A remote broadcast console w/ (2) TTs, (2) waterproof speakers, gd cond, BO. J Keller, WKOK, POB 1070, Sunbury PA 17801. 717-266-5838.

Gates Stereo 80 complete w/tpwr supply, most rotary faders new, works fine, 3 mic input 4 line input, includes book, \$800. C Ben-ner, WUSL, 440 Domino Ln, Philadelphia PA 19128. 215-485-8900.

QRK Omega 10 chnl, all plug-in amps, digital switches, complete set of spare PC boards, \$4500. B Brown, WPRS, POB 367, Paris IL 61944. 217-465-6336.

Ramko DC8M5 8 chnl stereo, excel cond, all manuals & extras, \$5500. R Trumbo, KNL, POB 117, Quincy CA 95971. 916-283-4144.

Autogram AC-6 6 chnl 23 input stereo, in excel cond, includes ESE built-in timer, \$4200/BO pls shpg. D Kelley, KJZ, POB 740, Cortez CO 81321. 303-565-1212.

Tascam M-50 12x8x8, lots of extra features, low hrs, mint cond, \$2900. K Flory, The Production Co, Box 1027, Siloam Spring AR 72761. 501-524-4826.

McCurdy SS-7500 stereo console parts, P&G faders, plug in preamps, etc. J.C. Angarter, Salcom, 5431 W Center, Milwaukee WI 53210. 414-445-2300.

BE 4BEM 50 w/4 pots; (2) Ramko solid state; Collins 212 F-2 tube type w/6 pots; AT18 chnl stereo w/tpwr supply, call for details. Adolph, 915-949-2112.

Interface 104L, 16x8 monitor mix console, 9 freq, 3 band EQ pads, solos, etc, \$950. B Petrucci, Rouse St Prod, 804 E Old Hickory, Madison TN 37115. 615-868-8516.

Tascam M-520 20 chnls, mint cond, 6 mos old, \$4250. D Miller, Airborne Audio, 11647 W 83rd Terr, Lenexa KS 66214. 913-492-8822.

Sunn Magna 5000, 24 inputs, 4 outputs, 3 aux sends, 3 band, 5 frequency EQ, Duncan faders & (2) spare modules & case, \$2300. B Petrucci, Rouse St Prod, 804 E Old Hickory, Madison TN 37115. 615-868-8516.

Midas Pro Custom Recording, 16x8, Remix switch-over, (8) Pro 5 (8) Pro 3 modules, peak meter, clock/timer, flight case, \$10,500. H Al-rich, Box 869, Greenville CA 95947. 916-284-6929.

Harris Micromac 16 input mainframe, manuals, spare w/tpwr supply, \$10,000/BO. V Kilian, KRIV, POB 880, Lexington NE 68850. 308-324-6717.

Old Hycor passive EQ; Lang PEQ-2. A Aaron, Gannett Outdoor Co, 1695 Eastshore Hwy, Berkeley CA 94710. 415-527-3350.

MICROPHONES

Want to Sell

Neumann TLM-170, new, blk finish, \$1250/trade; AKG D-1000C, vgc, \$75. J Pines, 217-367-3530.

RCA 44, \$750; Sony AC148A 2 mic pwr supply, BO. R Rhodes, POB 1550, NYNY 10101. 212-245-5045.

RCA SK-46 program velocity ribbon, new, \$325. D Miller, Airborne Audio, 11647 W 83rd Terr, Lenexa KS 66214. 913-492-8822.

AKG C-60 tube condensor mic systems, mint, tube 451E w/AC701K w/cardoid capsules, pwr supply & cables (4), 2 pairs, will trade, \$800/pr or \$125/ea. J Pines, 217-367-3530.

Sony ECM-30 condensor lavaler in box, BO. B Royster, KQAM, 1019 Cordova, San Diego CA 92107. 619-223-3413.

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Law Institute and co-sponsored by California Continuing Education of the Bar. Hotel Meridien, San Francisco. Information: (212) 765-5700.

March 9—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

March 10-13—National Association of Broadcasters state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5314.

March 11-12—West Virginia Broadcasters Association spring meeting. Radisson hotel, Huntington, W.Va.

March 12—Academy of Television Arts and Sciences forum luncheon. Speakers: Candice Bergen, Diane English and Joel Shukovsky, star and executive producers, CBS-TV's *Murphy Brown*. Regent Beverly Wilshire hotel, Los Angeles. Information: (818) 763-2975.

March 13—Ohio Cable Television Association annual meeting. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

March 14—International Radio & Television Society newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—American Association of Advertising Agencies annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—Deadline for entries in Wilbur Awards, sponsored by Religious Public Relations Council, for "excellence in the communication of religious values through a variety of media." Information: (215) 642-8895.

March 15—15th annual National Commendation Awards, sponsored by American Women in Radio and Television. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—National Association of Black Owned Broadcasters sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

Errata

Noncommercial KQEC(TV) San Francisco would not operate "as...ad-supported cable service" or as entity co-owned with commercial KRON-TV, as indicated in items in Dec. 18 issue of BROADCASTING. Subject of items was proposed joint venture, currently shelved (BROADCASTING, Jan. 8), between commercial KRON-TV San Francisco and KQEC Inc., licensee of both noncommercial KQEC(TV) San Francisco and KQEC. As planned, partners would produce around-the-clock news service for broadcast over KQEC and separate distribution over area cable systems. KQEC would remain commercial free, but ads would be sold on cable feed. Partners would split revenues. Additionally, one item inaccurately characterized KQEC Inc.'s license for KQEC as having been "yanked" by FCC. In fact, FCC Review Board denied renewal of license in 1988, finding that KQEC had "engaged in misrepresentations which disqualify it from further licenseeship of channel 32" (BROADCASTING, May 9, 1988). KQEC has appealed decision to full commission. Item also implied that Review Board stated that commission "would no longer accept financial difficulties as justification for continued nonoperation" of KQEC. In fact, that statement came from 1975 FCC warning to KQEC and was quoted in Review Board decision.

March 15—Deadline for entrants outside U.S. for *New York Festivals*, radio and print advertising competition. Information: (914) 238-4481.

March 15-16—Texas Association of Broadcasters TV Day. Westin hotel, El Paso, Tex. Information: (512) 322-9944.

March 17—22nd annual Addy Awards, sponsored by Advertising Club of Metropolitan Washington. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19—Broadcast Pioneers Golden Mike Award dinner. New York. Information: (212) 586-2000.

March 19-22—National Computer Graphics Association 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by American Advertising Federation, honoring James Burke, former chairman-CEO, Johnson & Johnson; Raymond Mithun, founder, Campbell-Mithun Advertising, and Jean Wadem-Rindlaub, formerly with BBDO. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 22—Mississippi Association of Broadcasters broadcaster/agency swap. Holiday Inn-Down-town, Jackson, Miss. Information: (601) 957-9121.

March 22-23—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

March 25-26—"Making the Promise of Local Cable Programming a Reality," local programming seminar sponsored by National Academy of Cable Programming. Key Bridge Marriott, Arlington, Va. Information: Steven Schupak, (202) 775-3611.

March 26-29—North Central Cable Television

Association annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 26—"Women in the Media," one in American Forum series sponsored by American University School of Communication. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

March 29—46th annual dinner of Radio and Television Correspondents Association. Washington Hilton, Washington. Information: (202) 828-7016.

March 29-31—Broadcast Education Association convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

March 31-April 3—National Association of Broadcasters 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

April

April 1-3—Cabletelevision Advertising Bureau ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 3—Caucus for Producers, Writers and Directors general membership meeting. Los Angeles. Information: (213) 652-0222.

April 5-9—National Public Radio public radio conference. Washington.

April 12—Federal Communications Bar Association luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 13-14—12th annual Black College Radio Convention, sponsored by the National Association of Black College Broadcasters. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 16-19—Supercomm '90, jointly sponsored by U.S. Telephone Association and Telecommunications Industry Association, and International Conference on Communications, sponsored by Communications Society of the Institute of Electrical and Electronics Engineers. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 17—"Scoop or Snoop? The Press and Private Lives," one in American Forum series sponsored by American University School of Communications. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

April 17—New Jersey Broadcasters Association annual engineering conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18—New Jersey Broadcasters Association semi-annual sales seminar. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

April 18-20—Broadcast Financial Management Association 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 18-21—National Broadcasting Society/Alpha Epsilon Rho national convention. Sheraton World Resort, Orlando. Information: John Lopocolo, (803) 777-3324.

April 18-22—Religious Communication Congress "once-a-decade international/interfaith event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—Ohio State Awards presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 19-20—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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May

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 15—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212)

836-3050.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the '90s." Capital Hilton, Washington.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Atlanta Convention Center, Atlanta.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards competition. Information: (202) 429-5420.

Open Mike

Sticking up for radio

EDITOR: In response to Mr. F. Bruce Parsons's letter in the Jan. 1 issue, when Hank Harold hired me for my first radio job more than 25 years ago, he said: "Kid, you don't want to be in this business. You'll never own a home, have a family or live in one place. Plus, they're making everyone get a license!" (3rd Class). Well, my 25th wedding anniversary is coming in March, my daughter will be 17 in July and I've lived and worked in the Bay Area more than 17 years.

Sorry, Hank.

Thank you, radio. Everything I own, or am, I owe to you.—*John Mack Flanagan, KIOI(FM) San Francisco.*

Sticking up for satellites

EDITOR: I read with interest the Jan. 1 letter from Mr. F. Bruce Parsons concerning the effects of "satellite radio" on the industry, and feel that I should offer a comment.

First, the assertion that subscription to a satellite programming feed "allows a local station to abandon its audience," and second, that satellite services "effectively put hundreds of local personalities out of work."

Having worked with many satellite-programed stations, I must contest the assertion that these stations abandon their local public. In fact, I have seen the reverse in most cases—stations that could not previously afford local news coverage have added it, as well as expanded local public affairs coverage. Satellite programmers themselves encourage affiliates to enhance their local presence with some of the cost savings afforded by automation, realizing that strong local station relations are vital with any automated format. Additionally, most satellite programed stations retain a live morning daypart, and many go live in the afternoon as well, again realizing that localism is vital to the station's success. By cutting costs in other areas, these local dayparts are often staffed with a better caliber of talent, providing better local service once again.

The assertion that hundreds of people have been displaced by satellite programmers may or may not be true. However, I will assert that the truly talented personalities have and will continue to find employment.

Let's face it. Network radio was around a

long time before network television. Network radio, like NBC's *Monitor*, died when FM made the phone line quality of the feed unsuitable. With satellite distribution, it has returned and is serving to fill real needs in today's broadcast environment. I don't hear anyone wailing about centralized network television program distribution—why all the fuss over radio?

It's a tough world out there when you are fighting for local ad dollars. Almost every town has too much media—too many phone books, newspapers, shopping guides, grocery store shopping cart billboards—and too many local and adjacent market broadcast signals. If a satellite feed can help keep a local station on the air, then plug it in.—*Bill Sepmeier, president, National Supervisory Network, Avon, Colo.*

Omission

EDITOR: In your Jan. 1 "1990: The New Decade" canvass of Fifth Estate leaders/observers, I was surprised to see not one female among 29 people featured. In fact, you may have gone out of your way to exclude females by including the male minority counsel to the House Telecommunications Subcommittee, but leaving out the female, 16-year congressional veteran Cardiss Collins (D-Ill.), who is an actual member of that subcommittee.

I can quickly think of several other females, many more prominent than the men you featured, who would have added great insight into our industry's prospects for the 1990's. Among them are current FCC Commissioner Sherrie P. Marshall; former FCC Commissioner Patricia Diaz Dennis; president/owner of Harpo Productions Oprah Winfrey; Federal Trade Commission member Janet D. Steiger; head of the National Telecommunications and Information Administration, Janice Obuchowski; any number of female network news anchors, correspondents and producers, and many female station managers, sales managers, program directors and news directors across the country.

By excluding women, your feature seemed to be more a look back at the 1950's rather than a look ahead to the 1990's.—*Keith Porter, Muscatine, Iowa.*

Warning signs

EDITOR: I read with interest your first arti-



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cle of the new year: "1990: The New Decade." Then I re-read it. Not one mention of the public, the communities, the audience, the viewers and listeners.

Only Don Browne mentioned credibility. And our new FCC chairman, Alfred Sikes, avoided any reference to the public.

So it looks like another cold decade for the consumers of the media. Or does it? My surveys indicate there are more car cassette players and CD players because of all the commercials and clutter on radio now. And 15% of the TV audience are using their TV's for watching videotapes, playing video games and as computer monitors.

The "marketplace" is speaking and I hope the industry leaders are aware that these are consumers.

Please don't consider this just another complaint from another egghead professor. I had 25 years of commercial broadcasting before I started teaching and I constantly strive to be objective. I just see broadcasting as a giant money machine now and the public be damned.—Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.

Censorship vs. responsibility

EDITOR: This is a response to your Dec. 11, 1989, editorial, "Return to sender."

In the editorial, you accuse the FCC of censorship because of its recent enforcement of broadcast indecency laws against six stations, adding that the commission is attempting to "advance its own morality—or that of a particularly vocal lobby—as the law of the land."

In fact, the FCC is enforcing the law of the land. It only seems unjust to you because the law has not been enforced in recent history. The commission's actions came only in response to the public's outcry for justice. Thousands of letters from angry citizens have flooded the FCC's mailbox over the past several years...letters from citizens outraged at the illicit material on the airwaves (which some broadcasters elect to call "free speech"). Instead of condemning the commission's actions, you should be sighing "relief" that only six stations were cited...which is barely a slap on the industry's wrist.

The FCC is not "advancing its own morality," as you contend; rather, it is advancing the will of the American people. Yet, like spoiled children, you cry "censorship." The real truth is that some broadcasters want to advance their own immorality without regard to the listening tastes of the public at large.

As a fellow broadcaster, I hear a lot about broadcasters' "rights" but very little about "responsibility." Whether we care to admit it or not, there are limits to free speech. Let us not forget that we are government-appointed trustees of the public's airwaves, not the other way around.—Bob Hall, Sioux Falls, S.D.

Location, location, location

EDITOR: We just recently completed a trip through 14 states and enjoyed listening to the radio in both our truck and our trailer. It was very comforting to be able to keep track of news, the weather (especially the

weather) and be entertained. Radio is always there when you need it.

However, we noticed one particularly irritating aspect of the station operation. That is that while stations never fail to announce their FCC call letters as required, rarely do they give the town or city from which they are transmitting.

On many occasions we would have taken advantage of some facility that was being advertised, but because we pull a fairly large trailer we did not feel we could spend the time or fuel to attempt to find the place we were interested in. That is, if we could be sure in which town the facility was.

It would help all of us travelers if your readers would tell the traveling public where they are and where the facility is that is being advertised.

There are literally thousands of small towns very close together in our country and I think the individual stations are doing their advertising customers a disservice by not telling the public where they are.—James C. Dean, Mount Crested Butte, Colo.

Mapping it out

EDITOR: Fidel Castro and Daniel Ortega with dubbed-in voices are funny—commercials occasionally are better than the shows. But television instructor Brian Read ("Open Mike," Dec. 18, 1989) claims that such trivialization is partly to blame for college students who think that Bolivia is next to Spain or Northern Ireland and England are part of the same land mass. If TV has caused a problem, TV might solve it, too.

Geographically ignorant people seldom miss the news, right? OK, begin every news item with a map.

Zoom from continent to country to city, then to the newstape. This will keep it lively.

Geographical awareness is enriched, newscasts get an improved look, and it's all done without bumping one 30-second commercial.—Ron Lindow, Pittsburgh.

Auto search

EDITOR: The Museum of Broadcasting is planning a seven-decade retrospective of radio and TV advertising for automobiles. The exhibition is scheduled to open in January 1991, and will help celebrate the museum's move to its new home.

The museum will, of course, be contacting appropriate parties to secure materials for the exhibition. At the same time, we would deeply appreciate hearing from companies and individuals who have such materials, or know where we can find them—especially the older ads and campaigns, which will likely be the hardest to locate.

You can write me c/o the museum at 1 East 53rd Street, New York 10022, or call (212) 752-4690, extension 36. Thank you!—Gerry Scorse, associate curator, advertising, The Museum of Broadcasting, New York.

Editor's note: The Jan. 1 "Open Mike" from David Shapiro on the Disabled Journalists of America incorrectly listed his place of residence as Grinnin, Ga. Mr. Shapiro lives in Griffin, Ga., and can also be contacted at (404) 228-6491.

The Fifth Estate Broadcasting TELEVISION

Founder and Editor
Sol Tishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Tishoff, publisher

Editorial

Donald V. West, managing editor
Mark K. Miller, Harry A. Jessell,
assistant managing editors
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David Seyler, manager
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Deborah Segal, assistant manager
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Advertising

Washington
202-659-2340
Kenneth W. Tishoff, vice president, sales and marketing
Robert (Skip) Tash, Midwest and Southern regional sales
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Mattilyn Calloway, receptionist

Hollywood
213-463-3148
John R. Russel, West Coast regional sales manager
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Schiff & Associates (Western equipment
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Patricia Waldron, data entry manager
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Bureaus

New York: 630 Third Avenue, 10017
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Fax: 212-599-2837

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Monday Memo

An AM radio economy commentary by Eric Norberg, Adult Contemporary Music Research Letter, Portland, Ore.

BROADCASTING magazine recently presented a series of fascinating and useful articles examining the state of AM radio and seeking solutions to declining audiences. The articles have presented a sound overview of the problems, and various points of view, but have also made it clear that many of the "experts" may not be correctly reading audience needs and desires.

Underlining the problem AM radio has gotten itself into is the observation by BROADCASTING in its Oct. 9, 1989, issue that "a look at the trends in AM formats over the last two years suggests that AM broadcasters are turning away from music formats and are increasingly programing news, talk or some variation of the two." It takes only simple arithmetic to see what the problem here is: Combined audience levels for talk formats in even the biggest markets seldom top 20% of total shares, and 54% of all operating commercial radio stations in the United States are on the AM band. A few AM talk stations will always be successful, but the future or salvation of the AM band has to be in something other than talk, or these percentages warn that most AM stations cannot survive. Fortunately, AM broadcasting does have a future with the programing that accounts for most of the remaining 80% of the audience shares—music—provided it satisfies audience expectations about content and presentation.

The fact is that AM and FM are perceived as different services by the adult public and they always have been. FM's success followed the acceptance of high fidelity stereo equipment into the home, and found its niche as a texture, a background, in homes, offices, and elsewhere. AM's tradition was more involving, and to this day adults of all ages turn to AM for different elements than FM—and usually don't get what they're looking for.

In a nutshell, here is the distinction: When adults are doing active mental work, they tune in FM for a background (even rock formats get the best audiences on FM by minimizing textural differences). But, when adults are doing routine, boring work—driving, washing dishes, repetitive easy tasks of various sorts—they switch on AM, and look for the energy, content, variety, and substance that will keep them interested.

To put it more bluntly, FM succeeds best when it is rather boring and doesn't overly attract attention; AM succeeds best when it involves and interests the listener. Surely AM has a hidden advantage—FM's can't "get interesting" to compete.

Note that this clear difference in adult audience expectations for the two radio bands explains a great deal of what we've been seeing in the ratings, in all markets, in recent years. It explains:



"AM succeeds best when it involves and interests the listener. FM succeeds best when it is rather boring and doesn't overly attract attention."

■ Why background music formats, which started on AM, rapidly died there once the format transferred to FM, but the production values that showcased the format on AM (harps, poetry, etc.) failed to work on FM and were discarded.

■ Why talk formats work better on AM.

■ Why music formats that exist on both bands tend to diverge in their successful approaches. For example, AM country stations still do better with considerable personality involvement, regular news, countdowns and production values, while their FM cousins have evolved into a successful formula of minimized content and interruptions, long music sweeps, and elimination of most DJ chatter and regular newscasts outside of commute times.

■ Why pop music formats on FM directed toward adults have had success in recent years while avoiding new and unfamiliar music, yet AM stations trying to "safely program" the same way have seen major audience erosion.

■ Why the elements that built AM from the mid-50's to mid-70's, including jingles

and diverse formatic elements, don't seem to work well on FM. (Seeing that, AM stations have dropped them too—a bad mistake.)

■ Why top 40, whose demos on AM used to taper slowly downward across age 40 and even beyond age 50 in some cases, on FM never drew as well from adults over the age of 25 or 30 right from the start, even while using the same elements that adults accepted on AM.

Most of all, I think, it explains why AM's response to FM gains in the last 15 years—that is, to drop its own approaches, and copy the "successful" FM approaches—have played directly into FM's hands by offering only a copy of FM on AM, rather than AM programing the way the audience expects it.

This is not to say AM operators will find fast success by making use of these insights; there's more audience to work with on FM than AM, which makes gains harder to get, and many years of programing imitative of FM—or oriented toward lots of yak—has lowered audience expectations badly. But many AM stations still have a decent cume tuning in every week who will hear the changes, and shrewd marketing can even help a new AM station attract a new cume, if the programing really responds to audience desires.

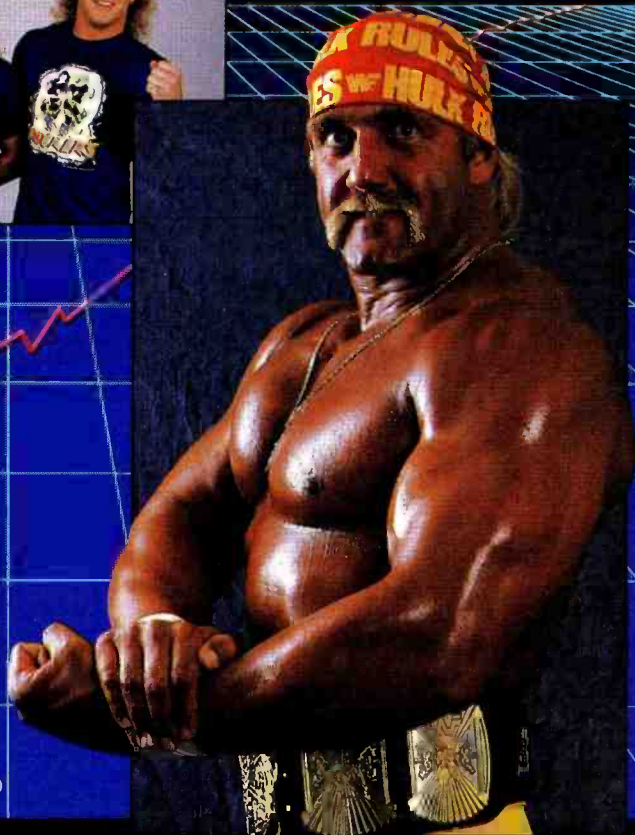
The precise ways in which AM should implement these research findings for its own renaissance are outside the scope of this article, although from my own experience I can guarantee you that applying these findings definitely does work—sometimes spectacularly. Since the only bargains in radio stations today are the AM stations that are selling for far less than they are worth (often far less even than they can realistically make, as a business), it is time for broadcasters to snap them up and start programing what the audience really wants to hear on AM.

Incidentally, does all of this mean that the technical upgrade of AM is unnecessary, or unimportant?

Far from it. AM suffered an identity crisis when the general public discovered what audiophiles had known for decades—a high-quality sound system is fun to own. When they switched on the radio section of those new stereos, FM sounded great, and the AM band sounded crummy. It was a receiver problem, but to the listener the lesson seemed clear: AM was inferior and obsolete; FM was modern, high-fidelity stereo. AM must regain its place as a listener choice by restoring sonic parity with FM—which it truly can, with the NRSC curve and C-Quam stereo. No AM station, of any format, should fail to install both these upgrades...now.

But in the end, without responsive programing to appeal to the listener who tunes AM, there can be no AM renaissance. ■

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Broadcasting Jan 22

Vol. 118 No. 4

Feast or famine at NATPE

That is the question after New Orleans

The new rules designed to create a more businesslike atmosphere at this year's NATPE did just that. But neither stations nor distributors particularly cared for the results, suggesting the decision to bar food, show demonstrations and various costumed characters from roaming the floors made for a dull, drab affair.

The new rules were the talk of the show; it's a sure bet modifications will be made for next year's convention, to be held next January, also in New Orleans. One small distributor started a petition drive on the floor last week to bring "showbiz" elements back to the NATPE convention.

At the very least, distributors next year will again be allowed to offer food to people dropping by their booths. The absence of food cut dramatically into the amount of time attendees spent on the floor.

Even some major distributors who had been instrumental in getting the new rules passed acknowledged they went too far.

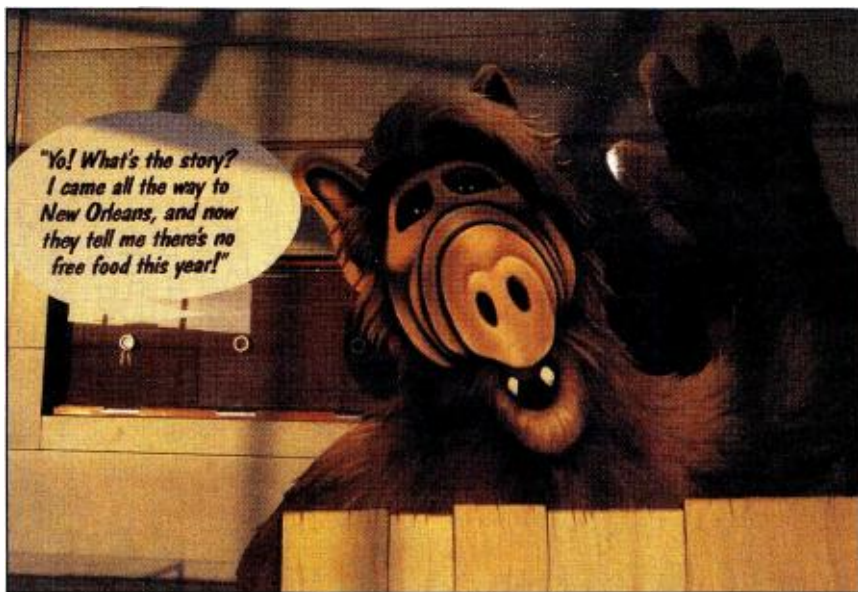
Participants were split last week as to what extent the new restrictions should be curtailed. Two camps emerged: one calls for repeal of the no-food rule and the other for restoring the glitz and hype that was, up to this year, a NATPE staple. "I like every one of the changes except the food," said Shelly Schwab, MCA TV president. "I was one of the people who voted very strongly to do away with food," said Schwab. "But I listened to the customers and I think by reintroducing food—and nothing else—it would be a perfect balance. I love the idea that the press wasn't running around rampant," he said.

That was a reference to the fact that television crews were prohibited from doing interviews on the exhibit floor.

NATPE officials acknowledged that only about half of last year's press contingent, totaling about 400, showed up this year. But they said that was by design. Freelancers without a specific assignment were not granted credentials, and the number of credentials per TV crew was reduced.

"I was thrilled that you weren't attacked by Godzilla monsters" roaming the exhibit floor, said Schwab. "I was thrilled that there weren't women mud wrestling. I think all of that made us look more prestigious and more businesslike."

Many other distributors, however, want to see the glitzier aspects of the convention restored. "We're in show business," said Kevin Tannehill, president, MTM Television Distribution Group. "Let's act like we're in show business. Let's have some fun. We're not selling tires here, we're not selling hardware. This has been a pretty boring convention. If we were to have another show like this, I really would have to seriously question the viability of the show. I would rather have my sales people doing other things than standing around and spending this kind of money." Station executives were also split as to what degree the new rules ought to be rolled back. "NATPE needs pizzazz and razzle dazzle," said Jim Abbott, station manager, WATE(TV) Knoxville, Tenn.



Among the more novel expressions of disaffection for the new rules banning food, drink and demonstrations on the NATPE exhibit floor in New Orleans were (above) the large—perhaps 15 feet by 20 feet—ALF (Warner Bros.) who greeted attendees just outside the entrance to the convention center, and a petition circulated by Austin, Tex.-based Republic of Texas Communications, distributors of "Austin Encore" (a best-of compilation of the PBS series "Austin City Limits"). Republic of Texas was prompted to call for the return of live demonstrations after the armadillos it brought to last year's NATPE convention in Houston were banned from this year's show.

But Robert Leider, vice president and general manager, WSVN(TV) Miami, questioned the need for glitz. "The most important thing about this convention is meeting other broadcasters and discussing and sharing your experiences over the past year," he said, adding that exhibitors should be allowed to provide food so that station people screening programs and networking don't lose time looking elsewhere for sustenance.

There was also talk at the convention of a merger with the INTV show, talk supported by a straw poll taken at a post-convention exhibitors meeting in which 90% of the 50 voting exhibitors said they did not plan to exhibit at INTV next year (see "In Brief," page 80). A meeting of NATPE and INTV officials is scheduled for March 9 to try to resolve the scheduling problem.

There were few surprises on the convention floor. Cluster Television made news, however, with the announcement it was developing, with DIC Enterprises, an animated strip based on the James Bond character, available in the fall of 1991.

Meanwhile, program analysts at the rep firms generally applauded the quality and quantity of this year's crop of new shows. "In every product category there are at least two programs that have strong potential—and we haven't seen this situation in years," said Mike Levinton, vice president and director of programing, Blair Television.

Janeen Bjork, vice president, Seltel, agreed. "Syndicators are making the financial commitments to produce quality shows this season," Bjork said.

"The playing field has leveled off and stations have a lot of control," said John Von Soosten, Katz programing vice president. "I think that's healthy for stations," he said. "They should control what's on their air because it's their bottom line and their image in

the market."

Several game shows were battling for momentum at the show and have been judged about equal by the critics. They include Buena Vista's *Challengers*, Warner's *Trump Card*, ITC's *Tic Tac Dough* and Orbis's *Jokers Wild*. Also given a shot at a launch are Guber-Peters's *Quiz Kids Challenge* and Orion's *Name That Tune*. And King World was said last week to be close to declaring *Monopoly* a "go" for next fall, albeit with coverage far below that needed to sell barter time in the program (which was how it launched *Wheel of Fortune* several years ago).

MCA appeared to come out of the convention with the highest clearance for any new strip, 71% for *My Talk Show*, positioned as a late night vehicle.

In the talk show area, MCA was also getting some good reviews for *Studio 33: Hollywood*, for daytime. Schwab said last week the clearance picture on that would become clearer in the next several months after stations make decisions about shows currently on their air.



Peter Lund, president, Multimedia Entertainment

"It's certainly a buyer's market from the game show standpoint. There are three or four game shows out there that are pretty close in terms of prospects. You could say the same about off-network comedies. In some other cases it's not quite as much a buyer's market. The general consensus seems to be it is a quieter and more sedate convention. And there's no question the overwhelming feeling is they need to go back to the way it was. It's a real possibility INTV will go away. You certainly could make a case that you don't need both of them anymore."

In the magazine genre, most expect Fox to launch *Personalities*, already cleared in about 65% of the country, including the Fox-owned stations. Last week TPE declared its magazine entry, *Preview*, a go for the fall. King World will, by most accounts, also launch *Only Yesterday*. MCA now has 37 stations signed on for *Inside Report*, produced by WSVN(TV) Miami.

A number of weekly shows are poised to launch in the fall. Palladium's new first-run version of *The Lone Ranger* signed off on or had offers from stations covering 65% of the country by the end of the show last week. Palladium executives say the new *Ranger* is a "superhero" for the 1990's. Another superhero, Supercop, star of Viacom's new half-hour weekly show, seemed to have momentum coming out of NATPE.

It seemed likely that Warner Bros. would launch *Voices of America* with Jesse Jackson. Arthur & Co. also just received a full-year production order from MCA for the new comedy *What a Dummy*, already cleared in most of the country.

Among new kids shows, Worldvision's *Wake, Rattle & Roll* looks like a good bet to get launched, in addition to the well publicized projects from Buena Vista (*Tale Spin* and *New Adventures of the Gummi Bears*) and Warner (*Tiny Toon Adventures* and *Merrie Melodies*).

□

In other activity at the show:

■ Paramount Domestic Television Distribution reports that *Geraldo* has been renewed in more than 60% of the country. Of those renewals, between 60% and 70% are in early fringe. While the window of opportunity for competitors coveting *Geraldo* time periods is closing fast, a number of key markets have not yet committed to renewing the show in early fringe, including WCBS-TV New York.



Amy McCombs, president-GM, KRON-TV San Francisco

"Clearly the number of game shows syndicators are showing indicates that they see an opportunity to compete against *Wheel of Fortune*. It certainly seems like a buyer's market, looking at how all the time periods seem to be log-jammed with programming in early fringe and access. There is nothing that fresh in the screening rooms.

"The one thing I'd rather see return is the food syndicators used to lavish on us at past conventions. They probably lost some peak floor traffic because of the rules.

"It doesn't make sense not to put INTV and NATPE together."



John Claster, president, Claster Television

"There should be a way to find a middle ground for the supplying of nourishment to NATPE attendees. The lack of food on the floor is a detriment to us as distributors for people are forced off the floor in order to eat.

"It's hard to tell right now [whether or not INTV and NATPE will merge into one show]. Both organizations have important reasons for existing as separate entities. The real question is: Should there be two separate screening entities? This issue will be looked at seriously over the next three months. Should there continue to be two shows, however, we will go back to both."

The Joan Rivers Show has now been renewed in 40 markets, covering 47% of the country. Key to the *Rivers* renewal situation are some 40 stations which, by contract, don't have to make a decision until after the February sweeps numbers are in.

The company's first season magazine show, *Hard Copy*, has been renewed in 60% of the country, including 18 of the top 20 markets, said Steve Goldman, executive vice president, Paramount Domestic Television. The show has been picked up by Gannett stations in Minneapolis and Denver to replace the canceled *USA Today* in access. The show has been upgraded by 17 stations to access for year two, the company said.

■ Buena Vista Television's game show, *The Challengers*, has cleared 45 markets, representing more than 51% of the U.S., and is

a "go" for fall 1990. According to Robert Jacquemin, president, BVT, most stations are clearing the show for news adjacency time slots.

BVT's *Live With Regis and Kathie Lee* has been renewed in 57% of the U.S. for fall 1990. The show also recently premiered on WJLA-TV Washington and in Atlanta on WSB-TV. Each month this season, *Live* has increased its national ratings in comparison with 1988. Stations airing the program in the same time period since its debut saw an average 29% increase in household share and 35% among women 25-54.

■ Warner Bros. gave the go-ahead to its two new first-run vehicles for fall 1990, game show *Trump Card* and the Rev. Jesse Jackson's hour talk show, *Voices of America*. The studio also announced substantial clearances for the off-network sitcom *Full House* and, while it has not actively begun marketing its CBS sitcom *Murphy Brown*, said the program has already sold in several markets.

Game show strip *Trump Card* has now cleared 55% of the

cleared 25 stations, including five of the top six markets and 12 of the top 20, bringing national coverage to nearly 40%. Tribune Broadcasting bought the show as part of a package including *The Hogan Family*. Other stations picking up the show include KTLA(TV) Los Angeles, WGN-TV Chicago, WGBS-TV Philadelphia and WLVI-TV Boston. Warner is guaranteeing 100 episodes of the show, now in its third season on ABC, for eight runs over four and a half years and an additional six-month license term for additional seasons beyond 100 episodes.

Other Warner off-network sitcoms for fall 1990 include *The Hogan Family*, with 55 stations for 60% of the country, and, introduced earlier, *Head of the Class*, *ALF* and *Perfect Strangers*, all in more than 90% of the country.

■ *Personalities*, the Twentieth-Century Fox's magazine/celebrity strip being marketed as a complement to the company's highly successful magazine strip, *A Current Affair*, has cleared at least 64 stations, covering an estimated 43% of U.S. TV households, not including Fox-owned stations (which would add another 22% of



Matthew Nixon, program manager, WFSB-TV Hartford, Conn.—

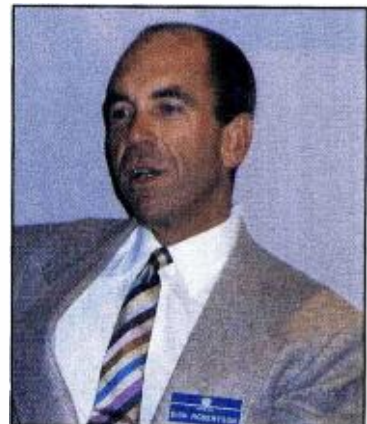
"We're fortunate in that we don't have a lot of needs; most of our time periods are working. In our market, we run *Inside Edition* and *Entertainment Tonight* in access, and we came in number one in the November book, knocking off *Wheel of Fortune* and *Jeopardy!* for the first time.

"A lot of shows being offered at NATPE have no place to go. *Studio 33: Hollywood*, which is a decent show, or *Kelly and Gail*, are effectively blocked out because of ongoing commitments. The current buzz about it being a buyer's market is true, in that syndicators don't have any room to push their shows."



Robert Leider, VP-GM, WSVN-TV Miami

"The most important thing about this convention is meeting other broadcasters and discussing and sharing your experiences over the past year. That's also true for other shows like INTV and NAB. In the major markets, most of the shows are purchased already. As for the new rules, I think there's a modification, maybe in regard to food, we may need to make. The convention opens at 11:30 a.m., and then there's no food here. I don't think it means very much to have an INTV syndicators' exhibit. I was in Los Angeles a week ago seeing these same people."



Dick Robertson, president, Warner Bros. Domestic TV Distribution

"Having two separate conventions [INTV and NATPE] has outlived its usefulness. If INTV doesn't agree, it's going to happen anyway because independents are not buying any programs there. Next year, if INTV and NATPE don't [merge], we may choose not to participate at INTV as an exhibitor.

"I can't deny the fact the scales may have tipped slightly in favor of the buyers this year in some areas, such as first-run. It just means shows will get on air with terms and conditions that will be more favorable to stations."

country, with the latest additions to its 65-station lineup being the Disney-owned KCAL(TV) Norwalk, Calif. (Los Angeles), and station group Burnham Broadcasting. Dick Robertson, president, Warner Bros. Domestic TV Distribution, said *Trump*, being sold for cash and barter, with Warner keeping a minute and a half of commercial time, would end up about 40% in access, 60% in fringe time periods.

Voices cleared 71 stations for 53% of the country, including KRON-TV San Francisco, WTNH-TV New Haven, Conn., WJBK-TV Detroit, WJW-TV Cleveland and WTVJ(TV) Miami. Robertson said the show would air mostly in weekend access and was sold with a barter split of 7-7.

Full House, Warner's off-network sitcom for fall 1991, has now

the country).

According to the company, the show, sold without a pilot, cleared largely in early fringe, with some late fringe clearances, and is being sold on a cash-barter basis.

■ King World Productions President and Chief Executive Officer Michael King indicated that some changes being made on fall 1990 game show strip *Monopoly* paid dividends at the NATPE convention, with the show pulling down a dozen clearances in New Orleans for a total of 24 stations overall. Uncle Pennybags, a midget used in the pilot who had been a source of controversy among rep firms and stations, has been dropped from the show, confirmed host Peter Tamarkin.

Modifications in *Monopoly*'s format (which King said is close to

getting a "go") include the search for a female co-host (a la Vanna White), a mock-up of the game board for closer graphic shots of contestants' total real estate acquisitions, an overall simplification of the rules and other "surprises" to be announced shortly, according to Erni Di Massa, vice president, programming and development, King World. King pointed out that *Wheel of Fortune* only cleared 43% of the U.S. market in its first year of distribution (1982) and "has changed its format in various ways every year since then."

"Merv [Griffin] tried it [Uncle Pennybags], and he's not afraid of trying other things out," King said of the *Wheel* and *Jeopardy!* producer. "Other people identified Pennybags as a dwarf, when the character was actually a midget. I think it was insensitivity on the critics' part to make it the center of attention."

In other developments, King said nostalgia strip *Only Yesterday* has cleared 42 stations, representing 47% coverage, and a firm go in the near future. Renewals appear to be going smoothly, with *Wheel* and *Jeopardy!* 90% re-signed for 1990-91. *The Oprah Win-*

■ Worldvision's morning kids show *Wake, Rattle & Roll*, the first project of new Hanna-Barbera head David Kirschner, has now cleared more than 50% of the U.S., including seven of the top 10 markets.

The daily half-hour live action/animated show has been picked up by Tribune Broadcasting's WPIX(TV) New York, WGN-TV Chicago and WGNX(TV) Atlanta; Fox TV stations KTTV(TV) Los Angeles and WFXT(TV) Boston; Taft's WPHL-TV Philadelphia; Gaylord's KTVT(TV) Dallas and KHTV(TV) Houston, and Malrite's WOIO(TV) Cleveland.

No clear go-ahead was given for the company's "talk" show, *A Question of Scruples*, a half-hour strip for fall 1990 produced by Sunbow Productions and based on the board game *Scruples*. Worldvision's Randy Hason, senior vice president, domestic sales, said he hoped for mostly early fringe and daytime clearances for the show, which is being sold on a cash-plus-barter basis, with a split of one minute to Worldvision and five to stations.

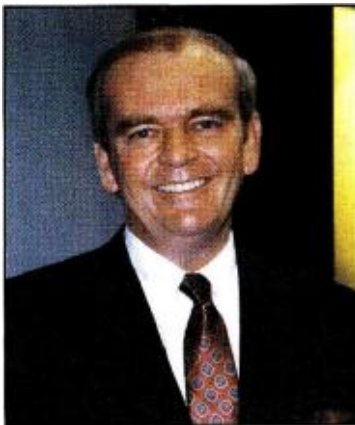
Worldvision said it had cleared four-hour mini-series *Voice of the*



George Back, president, All American Television

"I would say it's been a buyer's market for a number of years. But there are influences that act on that buyer's market. What mitigates that, in favor of the seller, is the expansion of cable into the arena as a buyer. The international market is also a growing opportunity.

"As a show concept, I miss some of the showbiz elements. I don't think we should take ourselves so seriously that we become gray businesspeople. The food thing is silly. There's already some underground food being served.



David Sifford, executive VP, marketing and sales, Tribune Entertainment

"I've never seen the access marketplace as competitive as it is, particularly in the major markets. Good shows continue to get better, so new shows are continuing to just leak in.

"[The convention] has got to be businesslike, to a degree, yet we are all entertainers and it's a showbiz-type business. I hope we don't lose that.

"[NATPE and INTV] need to join together. But I don't think they will. The program directors at NATPE don't want their bosses, the station presidents and GM's at INTV, taking over their programming convention."



Thomas Herwitz, VP-GM, WTTG(TV) Washington

"We spent a day before NATPE looking at our own in-house program development, and it was like night and day in terms of what we were looking for at the show. We were looking for some very specific things and we just haven't found them. I think we'll get back from the show and say this is really no joke about having to come up with our own things locally and in terms of our station group [Fox], because if you don't find it out there, the only way to do it is to do it yourself."

frey Show is renewed in 115 markets (81% coverage) and news magazine *Inside Edition* has been renewed with 52 stations.

■ Viacom's *Supercop*, the half-hour weekly action-adventure series being positioned as a companion piece to the company's *Superboy*, has offers from 64 markets, including 18 of the top 20. KNBC-TV Los Angeles will carry the show Saturday, 7-8 p.m., and other clearances include Dallas, Houston, Miami, Denver and Phoenix. The show is being sold on a barter basis with three minutes for national ad time and three and a half for local.

Viacom's other first-run offerings for next fall, for which the company gave no clearance numbers, were the one-hour late night strip *Entertainment Coast to Coast*, the weekly half-hour magazine series *America's Hit List* and a daily half-hour Ross Shafer vehicle.

Heart in seven top-10 markets for late April, including WWOR-TV New York, the Fox station group, and Gaylord stations in Seattle and Milwaukee.

■ Guber-Peters Television Senior Vice President Jeff Wald says the company has signed deals with 30 stations (42% coverage) for game show strip *Quiz Kids Challenge*, but stopped short of proclaiming the show a firm go for 1990-91. However, a trade ad said *Kids* is a go. According to Wald, the cash-plus-barter (one minute national) half-hour has secured predominantly early fringe slots.

Guber-Peters also introduced a new half-hour weekly rap music magazine at the convention called *New Music Report*. Wald says that Peter Guber's and John Peters's recent appointments as chairmen of Sony-owned Columbia Pictures greased the wheels for a

partnership between CBS Records (which Sony also owns) and Def Jam Records to produce the show.

■ Game show strip *Tic Tac Dough* has been given a firm go from ITC Domestic Television with the closing of at least 10 station deals at NATPE, bringing the station count to 37 stations and 42% coverage. New stations included WBAL-TV Baltimore, KGGM-TV Albuquerque, WHP-TV Harrisburg, Pa., WNYT-TV Albany, N.Y., KFDA-TV Amarillo, Tex., WCMH-TV Columbus, Ohio, and KGMB-TV Honolulu.

■ Tribune Entertainment's half-hour weekly music and entertainment show *Dionne and Friends* premiered Jan. 8 with clearances in 54 markets, with its lineup of 20 affiliates and 34 independents including WPIX-TV New York and KTLA-TV Los Angeles.

According to Dave Sifford, Tribune executive vice president, *Dionne*, with mostly weekend prime time and late fringe clearances, covers 60% of U.S. households and more than 72% of black households.

No deals have yet closed for *Kelly & Gail*, the company's hour-long daily talk show, said Sifford, but he added there has been interest expressed by NBC and CBS owned-and-operated stations. KRON-TV San Francisco has picked up the show, which is targeted for mornings and sold on a cash-barter basis, with two minutes of national commercial time.

■ LBS declared *Family Feud* a firm go for year three. Now cleared in 46.2% of the country for next season (87% for the current season), one-third of the show's stations have until after the February sweeps to decide. LBS also said it has cleared its *World Premiere Movies* package in over 50% of the country, including WGN-TV Chicago. To insure market exclusivity for the other affiliates, WGN-TV will air the movies one week after the rest of the country.

The company also announced two new weekly shows. *Classic Rock TV*, a one-hour barter show to be produced by Welk Entertainment Group, features Jeff Baxter, formerly of the Doobie Brothers. The program will feature a 17-piece band composed of top Los Angeles musicians and will have guest hosts and musicians each week. The other show is *Runway Club*, a weekly fashion and lifestyle magazine. The company also announced a six-episode series of specials, *Medal of Honor*, profiling winners of America's top military honor.

■ *Young James Bond* is the title of a new, half-hour animated strip introduced and offered at NATPE by Claster Television in association with MGM/UA Communications, for broadcast in fall 1991.

According to John Claster, president, Claster Television, *Muppet Babies* is cleared in 90% of the U.S. and *G.I. Joe*, available for September 1990, is cleared in 82% of the country, comprising 85 markets. "For *Joe*, we have cleared an additional eight markets in the last 10 days," he said.

■ All American "did very well" at this year's NATPE, according to company president George Back. "We made a deal shortly before NATPE for *Coming Attractions I*, a package of 16 major motion pictures," Back said, "and we have seen a tremendous amount of walk-up, based on the advertisements we've run in the past few weeks."

All American renewed *Crimestoppers* for another season "and we've seen initial interest in *All Together Now*, our music show hosted by Peter Noone," Back said. "We have also seen heavy international business this week."

■ Fries Distribution has picked up *Tuff Trax* from Quintex, effective immediately, according to Ave Butensky. The company also just launched *The Auto Channel*, a sales-driven barter show, which cleared 15 markets during the conference. Total Video is handling the barter. *The Auto Channel* is slated to start in April, continuing into 1991, and will eventually be 52 weeks a year, said Butensky. Contract terms state that any station can cancel, with four weeks' notice, at any time.

■ *Preview—The Best of the New*, a fall 1990 news magazine strip, has sold in 42% of the country and was called a firm go by TeleRep President Al Masini. WNBC-TV New York last week joined KABC-TV Los Angeles and 30 other stations taking the program, produced by Television Program Enterprises, a division of Cox Enterprises' TeleRep.

Preview clearances are in seven of the top 10 markets, 13 of the top 20, with stations from group broadcasters Cox, Great Ameri-

TCl announced plans to split into two companies, spinning off programing and some systems to diffuse regulatory concerns of Congress and to enhance company's value on Wall Street. Story on page 80.

can, Belo and Times Mirror. The show features news on upcoming events in entertainment and lifestyle trends, with a reporting team including Robin Leach.

■ Turner Program Services said it has received 40 offers in top-50 markets for its half-hour animated weekly series *Captain Planet and the Planeteers*, although no clearances were announced. Turner also said it has signed Tom Cruise, Whoopi Goldberg, Richard Gere, Ed Asner, John Ratzenberger and Levar Burton to play voices for the show, produced by Turner and DIC Enterprises.

■ Samuel Goldwyn Television President Dick Askin said the weekly hour *American Gladiators* has been renewed in 16 of the top 20 markets. Among the stations re-upping for *Gladiators* are WPWR-TV Chicago, WPHL-TV Philadelphia, WKBD-TV Detroit, KMOV-TV St. Louis, KXAS-TV Dallas, WGNX-TV Atlanta and KTSP-TV Phoenix. The weekend barter offering (seven minutes local, six minutes national) has also moved in New York from WNBC-TV (at 2 a.m.) to upgrade at WNYW-TV (11 a.m. and midnight).

Askin added that Goldwyn's *November Gold III*, with such feature titles as "Mystic Pizza," "Breaking Even" and "The Nest," is with Tribune and Gaylord station groups.

■ Blair Entertainment has become the exclusive distributor of *Dracula: The Series*, a new weekly action adventure drama slated for a fall 1990 debut. The show has a projected budget of \$500,000 per episode, consists of 26 original half-hours, and is offered on a barter basis.

Blair has also cleared each of two projects in 100 markets, including all of the top 10, representing more than 80% of the U.S. They are *Goldeneye*, an original, two-hour film biography of James Bond creator Ian Fleming, slated to have its U.S. first-run syndication debut in April, and *The World's Greatest Stunts*, a two-hour tribute to Hollywood stuntmen hosted by Christopher Reeve and Chuck Norris, with a window of April 2-April 29.

Blair is also the exclusive distributor of *The Collection*, a package of eight, two-hour films which debuted as *CBS Hallmark Hall of Fame* specials during the 1988-89 season. The package has been cleared on 120 stations, representing 83% of the U.S., including 10 of the top 10 markets and 43 of the top 50. *The Collection* is available from January through September and is being offered on a barter basis.

■ New World syndication President Tony Brown said he hopes to get a couple of dozen stations to pick up a new late night drama, *Crosstown*, on a trial basis during the May sweeps. If the test goes well, the company would then produce a full year's worth of episodes, Brown said.

■ Fox/Lorber featured three shows at NATPE, according to Robert Miller, vice president, domestic syndication. *Driver's Seat* is 26 original, weekly half-hours focusing on performance, design, road safety, maintenance and the economics of owning a car. It is available for fall 1990, and the barter split is 3½ minutes local, 2½ minutes national.

"We are making renewals for *Michelob Presents Night Music*," said Miller. The show is an hour-long, weekly mix of music, humor and celebrity interviews, featuring prominent recording artists. Saxophonist David Sanborn is the host.

Fox/Lorber is also offering *Healthy Lifestyles*, a 13-part, summer magazine series hosted by Bruce Jenner and designed to appeal to fitness-oriented adults, aged 18-49.

■ MG/Perrin was offering repackaged segments of the off-USA Network late night music and comedy show *Night Flight*. The two-hour show is being offered for straight barter.—SM, AAG, MF, RG, JE

NBC's Wright argues for equality under fin-syn

Network president sees little, if any, progress in current negotiations with producers; he says lobbying battle on Hill may be renewed

Describing them as "television's equivalent to the Berlin Wall," NBC President Robert Wright said last week the FCC's financial interest rules must be modified if the networks are to compete successfully in a competitive environment where none of the other players are so "shackled."

Wright made his remarks during a keynote address at the NATPE International convention in New Orleans last week.

And he left no doubt he wants to see the networks have the ability, once again, to syndicate programs, as well as to have a financial interest in them. "It could very well come to pass that at some future NATPE convention you will see the three major networks here doing business with everyone else, in booths offering programs and financing development and investment deals," said Wright.

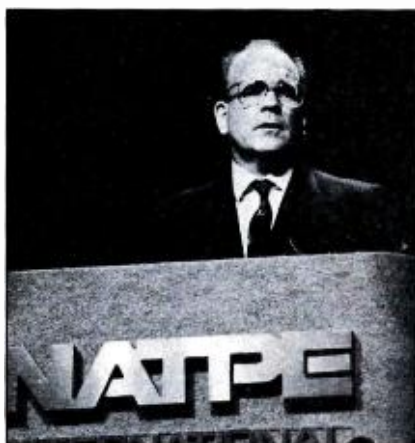
Immediately after the address, Ralph Baruch, representing the Program Producers and Distributors Committee, held a press conference, where he cited reasons why the committee believes there should be no change in the current rules (see box, below).

In a follow-up interview with reporters after the speech, Wright suggested that efforts to modify the rules may be entering a new phase, where the lobbying battle on Capitol Hill may be renewed.

Producers won the last round. Congress directed the two sides to talk after telling the FCC to put its inquiry into the rules on hold several years ago.

However, negotiations with the major television producers, represented by the Motion Picture Association of America, to come up with a workable compromise on the financial interest and syndication rules have stalled.

The on-again, off-again talks have yielded little, if any, progress. Last week, Wright said it was apparent to him that negotiations



Wright speaking to NATPE last week

with producers won't work. "We certainly haven't had much success so far," he said. "I'm not terribly optimistic. I think there is just too much self-interest. There's nothing to be particularly optimistic about."

Wright said NBC would "keep plugging along" with its lobbying effort on the Hill. "Time and logic and the change in the world markets are our best attendants in this battle."

Added NBC general counsel Corydon Dunham: "You really have to wonder about the Congress of the United States protecting Sony from competition in domestic television program production."

Dunham's comment referred to Sony's recent acquisition of Columbia Pictures Entertainment, a major program producer and syndicator.

In his speech, Wright said that if the network financial rules remain in place as is, the survival of the networks could be threatened. "If we stumble and if we fall," said Wright, "all of you are going to feel the impact. Affiliates, program producers and syndicators all have a big stake in our present system, and you are all going to be severely affected by any further diminish-

ment in that [network] system."

The financial interest and syndication rules were initially adopted in the early 1970's in part to prevent the networks from controlling program production and syndication markets by leveraging their power as the largest program exhibitors in the country.

But Wright argued that other media players have become vertically integrated in recent years, such as Rupert Murdoch's Fox, Paramount, MCA, Turner Broadcasting and Time Warner, yet they remain unchecked by similar rules. "If you didn't bother to count at the start of the season, something like 14 prime time shows were being produced [by] foreign companies," said Wright, "most of them fully integrated hardware and software companies involved in all facets of program production and distribution."

Noting the billions of dollars each network spends annually on entertainment, news and sports programs, Wright said the stakes for the big three were "enormous. And it is not so much a matter of even competing with each other anymore, it's competing additionally with the new cable networks, with Fox and the major market independents," he said.

Having a financial interest in entertainment shows on their air is "essential" for the networks in the current marketplace, said Wright. "Financial interest doesn't guarantee us anything. It only gives us an opportunity to produce and derive some ancillary benefit from our success on the air [and] enables us to take more risks, and at least open up the potential for having more revenue streams."

But Wright acknowledged last week that NBC's financial health is now extremely good. The move to get relief from the network financial rules is based on a projection of the networks' inability to compete successfully in the future.

Some producers, including those on the Program Producers and Distributors Committee, contend that moderating the current financial interest rules would lead to a repeal of the prime time access rule as well, because both have the same underlying rationale.

But Wright said they were two "completely different" and unconnected issues. He did say, however, he didn't think PTAR had accomplished what it was intended to do—to foster "locally produced shows, with a heavy news and public service content."

Wright predicted that the "Berlin Wall of financial interest regulations restricting network television will collapse and fall under its own weight." As a result, he also predicted that the 1990's will see the creative financing techniques of film making a move into television production, with a variety of joint ventures and partnerships. "The licensing techniques of today will look as antiquated as 18th century marriage contracts," he said.

Wright also said cable network penetration will climb to 75% in the 1990's.—SM

In response to Mr. Wright

Ralph Baruch, chairman, Viacom International, and chairman of the Program Producers and Distributors Committee, took the offensive following Wright's address, saying that if the networks get their way on the fin-syn issue and relaxation of in-house production, it would "force the collapse of the prime time access rule (PTAR) and would be counter to the 'localism' Mr. Wright speaks of so fondly." He stated unambiguously that his committee will "oppose any changes in the status quo," in regard to current negotiations between the Motion Picture Association of America (representing the Hollywood studios) and the networks.

"I admire and respect [MPAA chairman] Jack Valenti, but I believe he has embarked on the wrong road," Baruch said. "We don't care about the collapse of consent decrees [effective November 1990]. They [the networks] can produce all they want, but they won't be able to. Right now, the networks can distribute programs internationally, and now they want a piece of the producers' pie of domestic syndication revenues. It's a fact that the networks want to extract the rights [licensing fees] without exacting a dime of their own money to produce the programs. Syndication is the only way producers can make up for the deficit financing they're saddled with on the networks."

Baruch added that his organization will oppose any future attempt by Fox Broadcasting Co. to seek an FCC waiver to become a full-fledged network and program supplier. He said: "They can't have it both ways."

NAB's big deals in Rancho Mirage

Code: Down but not out

Telcos: Out but not down

Must pay: Idea whose time has come



USTA-NAB detente. As fate would have it, both the United States Telephone Association and NAB held meetings in Rancho Mirage, Calif., on Jan. 12-13. By coincidence, each association held a legislative forum at the exclusive Ritz Carlton for members of Congress. And although NAB members are not sold on the idea of having telcos compete in their business, they were feeling neighborly enough to invite USTA members for a joint reception one evening. Pictured, l-r: USTA President John Sodolski, Carl Bailey, South Central Bell president, his wife, Jean, and NAB President Eddie Fritts.

Based on the National Association of Broadcasters joint board meeting last week, the chances of the association reviving a programing code appear slim to none. Despite support from some on NAB's executive committee, who feel that guidelines or a code dealing with so-called indecent broadcasts should be implemented, the idea met with stiff resistance. But because of continuing political pressure from Congress and the FCC, NAB intends to wrestle with the issue again when the directors gather for their June meeting, although one source maintained that the idea of reimposing a code is "dead." And a "confidential" memo from NAB's legal department only served to underscore the dangers associated with imposing such guidelines (see below).

Other than the negative reaction toward resurrecting a code, the meeting ran smoothly. The association's \$16.6 million budget basically sailed through without serious debate (see page 42). It was described as a "love fest" by one director. There was none of the rancor that has characterized previous gatherings. It seemed the PGA West golf course, a "killer course" with sand and water traps, proved more challenging than most of the policy decisions the radio and television boards dealt with.

"I think this board meeting came out more unified than at any other time in my

memory," said NAB President Eddie Fritts at a press briefing. The board assembled for three and a half days (some came two days earlier for a legislative forum (see page 42)) at the exclusive Ritz Carlton hotel in Rancho Mirage, Calif.

Both radio and television remained united in their opposition to letting the telephone industry become full-fledged video service providers, although Fritts was authorized to conduct discussions with the United States Telephone Association.

And a consensus was easily found on the issue of cable. NAB announced it is pursuing passage of a legislative proposal that would force cable operators to pay for retransmitting broadcaster signals. NAB's "if carry/must pay" proposal will be part of its FCC filing in the commission's cable inquiry.

Under the NAB plan, which they hope to attach to cable legislation moving in the Senate, if a cable system retransmits one local station, it would have to carry all "qualified" local stations and pay for that use. The funds would be allocated to public broadcasting, the networks, Hollywood producers and the sports industry. The largest portion would go to commercial stations, which would be compensated according to their audience share.

"We are trying to address the underlying inequity" in the current system, explained Cyril Vetter of WFLA(TV) Baton Rouge,

La., and co-chairman of NAB's cable relations committee. Cable, he said, has had a "30-year subsidy" from the broadcasting industry. It is time to "redress that imbalance," he said. Vetter said the mechanics of the plan are still in the works.

NAB did not stray far from its telco entry policy adopted last June. Once again broadcasters said the telcos should be permitted in the television business, but only as an overbuild to cable and as a common carrier with no financial interest in the programing it delivers. NAB also intends to become a player in the debate concerning telco efforts to eliminate the restrictions in the modified final judgment that keep them out of the information services business. "The broadcast industry should be prepared with proposed limitations and restrictions that can be communicated to Judge Greene and Congress if there are any attempts to relax the current 'information services' restrictions," the association stated.

Among other points in NAB's revised telco guidelines: It is not in broadcasters' best interest to see existing cable systems purchased by telcos in their service areas, and by the Bell operating companies, both inside and outside their service territories. Phone companies should not be involved in content in "any form. Telephone companies should not own content, generate content, retransmit content controlled by others

without approval, should not be permitted to affiliate with other content providers and should not be permitted to joint venture with programmers and other content providers."

A videotape provided by telephone equipment manufacturer Northern Telecom Inc., on what it calls its "breakthrough" fiber optic switcher, served to reinforce broadcasters' worst fears about telcos. It showed a future in which there was no need for stations or networks, said one director.

Nor did USTA President John Sodolski persuade the directors, although his presentation was given more credence and praise than his previous appearance before the board. "He was better prepared and more diplomatic," said one board member. He also made plain the telephone industry's desire to become a programmer. Said Sodolski: "We want the opportunity to acquire, package and promote programming so we can compete in the video services marketplace. We may even want to try our hand at creating programming. While you may not welcome this eventuality, I am saying it to you so there will be no misunderstanding."

He also believes the two industries can

How will the NAB spend \$16.6 million in 1990-91? The dollars and cents are broken out in an exclusive report on page 42.

the industry. The statement was dropped and the executive committee was asked to "continue to examine" the possibility of guidelines and report back in June.

Several directors stood up to express their opposition to a code. However, there were some, like Radio Chairman Bill Sanders of KICD-AM-FM Spencer, Iowa, who suggested that each station or licensee set up an individual code of practice and file that with the FCC. But Sanders later told reporters his idea was "booed" down.

Perhaps one of the factors weighing against a code was a memo to the board

are some who feel that a code would divide the industry between those who "adhere" and those who don't.

The radio board's deliberations also were relatively harmonious, although the subject of AM stereo sparked some fireworks. Radio readily embraced a shift in legislative priorities. The directors want to amend an AM technical bill (H.R. 2714) to include a provision codifying the FCC's 1989 abuse of process rulemaking. NAB would then put its muscle behind that initiative instead of the radio license renewal bill, H.R. 1136, which association lobbyists say does not have a good chance of becoming law this year. The AM technical bill is perceived to be on a faster legislative track.

A suggestion by radio directors Walter May of WPKE(AM)-WDHR-FM Pikeville, Ky., and Art Suberbielle, KANE(AM) New Iberia, La., provoked a bit of controversy. They sought an amendment to the AM technical bill that would have the FCC mandate that all AM broadcasters go stereo within five years. Stations could get hardship waivers. The idea, however, was tabled until the June meeting, giving NAB time to feel out its membership on the subject.

Fritts and others, Dick Novik of WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y., and Don Newberg of WGOW(AM)-WSKZ(FM) Chattanooga, argued that the proposal could have "grave" implications for NAB membership. For some of the small struggling AM stations, going stereo could prove costly. Fritts said some stations might have to pay as much as \$50,000 for equipment to broadcast in stereo. It was feared such a move could trigger a rebellion, one source said.

"We're trying to save an industry," May told BROADCASTING, adding that AM has less than 20% of the total audience. He argued that it is a "chicken-and-egg" situation; if NAB is to succeed in getting consumer electronics manufacturers to build AM stereo radios, then the broadcast industry must provide the stereo signal.

A high point of the radio board session came when director Denise Shoblom of KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., walked into the room with the assistance of a cane. Shoblom suffered severe neck and spinal cord injuries in an automobile accident last year and doctors initially feared she would be permanently paralyzed from the neck down.

A report from John Abel on digital audio broadcasting (DAB) gave radio something to think about. "It was an eye-opener," said one director after the presentation. As radio chairman Sanders said, digital broadcasting is "our HDTV." Sanders said the board endorsed NAB's involvement in bringing DAB to the U.S. The European Broadcasting Union has been experimenting with DAB, a technology that could "revolutionize" terrestrial broadcasting, Abel reported. According to Abel, "it is far superior to the current AM and FM broadcasting." It will provide transmissions, he said, that are as good as compact discs or digital audio tape in terrestrial (for both fixed and mobile receiving locations) or satellite transmissions.

-KM



Tee time

With afternoons free during weekend prior to the board meeting, directors headed for the golf course.

Pictured l to r: Jim Fox, KWIK(AM)-KPKY(FM) Pocatello, Idaho; Bill Sanders, KICD-AM-FM Spencer, Iowa; Michael Osterhout, Edens Broadcasting, and Lowry Mays, Clear Channel Communications.

work together. He noted that the policy advantages cable now holds may "unfairly displace both our industries if not corrected." With a "balanced resolution of the issues, both our industries can move into the next century well positioned to meet others in our core businesses. That resolution can only occur if the right cable legislation moves through Congress."

Sodolski urged NAB not to "close the door on us" and suggested the two industries open discussions. Later Sodolski said he was "disappointed" by NAB's action, but he remains optimistic there will be further talks.

The Ritz Carlton was also the site of a USTA legislative forum. NAB and USTA held a joint reception one night and some of their members and NAB's got together for golf one afternoon.

According to reports, the board was close to issuing a statement of principle outlining NAB's concerns about programming content, but also pointed out that the association could not enforce a new code. However, Fritts reportedly warned the directors that such a statement would be seen by FCC Chairman Al Sikes as "doing nothing" on the issue and that it could spell trouble for

from NAB's legal staff. "The legal concerns with new industry guidelines are those both of antitrust exposure and of First Amendment challenge. The more restrictive and specific the provisions of any new guidelines and the more enforcement that would attach to them, the more likely would be antitrust and First Amendment exposure and the more likely the possibility of suit," said the memo.

Even if Congress grants an antitrust exemption, legal problems remain, according to the document. Plus, there is some concern that "Congress-suggested, but broadcaster-imposed standards might become FCC yardsticks by which stations will be judged and licenses jeopardized." The memo also pointed out that Congress cannot give an exemption for First Amendment violations.

It may be possible, according to the document, to develop and promote industry guidelines without an antitrust exemption, if the guidelines are "general, non-restrictive, advisory-only and involve no enforcement." As for comments solicited in the memo, some broadcasters said programming standards would give their competitors (cable and VCR's) an advantage. Plus there



Pete Fountain and his clarinet welcome NATPE to New Orleans

Syndication 1990: A buyer's market

Abundance of new shows, limited station time slots and lower prices, higher quality and variety of programs are making it good year

Blair Television programming vice president Mike Levinton described this year's syndication market as a "buyer's market," due to the abundance of new product and the limited number of time periods stations have to fill this year. Levinton made his remarks to client stations at a programming overview presentation at last week's NATPE.

Not only are prices down from previous years, said Levinton, but the quality and variety of shows this season is better than usual.

"In every product category," said Levinton, "there are at least two programs that have strong potential, and we haven't seen this situation for years."

Part of the reason for the fertile program field this year, suggested Levinton, may be that distributors sense a weakening in some of the dominant first-run shows currently on the air.

"Some syndication leaders such as *Wheel of Fortune* and *The Oprah Winfrey Show* are no longer invulnerable," said Levinton. "With every year, *Wheel's* demographic grows older, and *Oprah*, which has slipped in audience share and points in some mar-

kets, may have peaked in terms of ratings and audience shares."

However, another King World show, *Jeopardy!*, continues to gain share in the key demographics, he said. Levinton said that going into NATPE, three new game shows had "excellent" clearances, including: ITC's *Tic Tac Dough*, Buena Vista's *Challengers* and Orbis's *Joker's Wild*. Those three, as well as Warner's *Trump Card*, should get launched next season, said Levinton.

In the magazine category, Teri Luke, assistant programming associate for Blair, cited several projects with potential from the new crop of shows, including King World's *Only Yesterday*, TPE's *Preview*, Viacom's *Entertainment Coast to Coast* and Fox Syndication's *Personalities*.

Fox has cleared more than 50% of the country with *Personalities*, primarily by signing up stations renewing *A Current Affair*, which continues to dominate the tabloid magazine genre.

Tabloid shows should continue to thrive, said Luke, citing softening advertiser resistance to *A Current Affair*, and the increasing popularity of *Entertainment Tonight*, even though it has added some "spicier" elements.

In the talk area, shows featuring so-called "hot talk," such as *Oprah*, *Donahue* and *Geraldo*, continue to demonstrate great-

er appeal than their softer counterparts, Luke said.

Nevertheless, several companies are offering softer talk strips this year, including MCA (*Studio 33, Hollywood*), and NBC and Group W (*House Party*).

While *Geraldo* has taken some criticism, he is not going to go away. Luke noted that if that show does get downgraded in some markets, another Paramount-distributed show, *The Joan Rivers Show*, could suffer, getting "squeezed off the air."

In the off-network area, 17 new situation comedies will enter the market in the first three years of the 1990's, driving prices down, said Blair's John Rohr. That compares with just seven new comedies entering the market in the last three years of the 1980's, Rohr said.

But recently stations have been burned in the off-network comedy market, paying record fees for *Cosby* and high fees for *Who's the Boss?*. In both cases, Rohr said, stations tended not to get their money's worth.

However, other recent comedies—*Growing Pains* and *Mr. Belvedere*—selling for considerably less money, have performed solidly, given what was paid.

Family and adult sitcoms will continue to be staples in syndication, Rohr said. As for children's programming, Levinton said the children's TV marketplace this season was

the strongest in several years.

Levinton said children's show ratings on independents airing from 3 p.m. to 5 p.m. were up 20% on average in October 1989 compared to a year ago. Children's ratings in the morning were up about 10% for the same period, he said.

Shows such as *Duck Tales*, *Chip 'n'*

Dale's Rescue Rangers, *The Super Mario Brothers*, *Teenage Mutant Ninja Turtles* and others have contributed to the rise in ratings, said Levinton.

And next season, new offerings should help to continue that trend, including the new *G.I. Joe*, from Claster, and new offerings from Buena Vista and Warner. —SM

FCC's Sikes says answer to foreign competition is creativity

Quality is key to success in global marketplace, FCC chairman tells NATPE reception; his advice: 'pursue quality relentlessly'

FCC Chairman Al Sikes told attendees at an FCC reception at NATPE in New Orleans—at least those who could hear him over the cocktail party din—that quality is job one for U.S. programmers in a marketplace increasingly crowded by producers, both foreign and domestic. The answer to foreign competition, he said, is not in the double-edged sword of protectionism, but in the exploitation of the creativity which is the U.S. production community's strength, and which cannot be easily duplicated.

Sikes called the reception "perhaps the most unusual circumstances" under which he has spoken. "I have never interrupted a Dixieland band," he said. "I have never spoken an hour into a cocktail period. I have never spoken with a food table open in the middle of the room." The circumstances were "a little intimidating," he said. In fact, the cocktail din was such that midway through the speech, Mickey Gardner, of Akin, Gump, Strauss, Hauer & Feld, Washington, who had moderated the pre-cocktail party session, "A View From Washington," was forced to interrupt the speech ("another first," Sikes later added) to chastise for "rudeness" many in the crowd (an action greeted with loud applause).

Under the heading of quality, which he predicted would drive the programming industry in the future, Sikes emphasized creativity, saying this country has been a magnet for creative people from all over the world, as well as exporting creative product, which, as a demonstration of the "fruits of freedom," he said, helped build the pressures that ultimately led to the

changes in Eastern Europe.

Of the increasing foreign ownership of U.S. producers, he said he did not share the fears of others that such ownership was tantamount to a "slippery slope of decline" for U.S. producers. "You cannot buy and duplicate creativity the way you can buy and duplicate semiconductors," he said. Those who are critical of foreign participation have a self-defeating point of view, said Sikes. "To the extent that you counsel protectionism," he told his audience, "you simply yield to protectionists overseas." That "paranoia" is not only misplaced, he said, it is "potentially counterproductive."

To those foreign investors who want to learn the programming side of the business, Sikes cited three basic principles: free speech, open borders and protection of intellectual property. He emphasized the third, which he has championed in his support of syndicated exclusivity and in his continued encouragement of the elimination of the compulsory copyright license.

Sikes said quality is the key to succeeding in a global marketplace. And it is the reason, he said, that there need be no fears about foreign acquisitions of U.S. programmers. They cannot duplicate creativity the way they can a microchip, he said. "If we are to have a world competition, we need to make sure we pursue quality relentlessly."

That quality is key, he said, because it strengthens the culture, expands world influence and strengthens the hand of trade negotiators "as they try to break down trade barriers."

For his part, he said, "we at the FCC pledge to continue to work to protect intellectual property, open up foreign markets and work to assure an aggressive way that we enjoy the rights of free expression. When this industry produces quality," he said, "you make our jobs a lot easier." —JE

FCC commissioners present united approach to major issues at NATPE

The FCC's most senior member and two of its juniors made up their own majority at the NATPE conference, at which they denied any intent to affect content regulation, passed the ball on children's television to Congress, declared themselves out of the



Commissioners Quello, Marshall, Barrett

line of fire on the fairness doctrine, said they were enjoying a honeymoon with Congress, looked forward to the new cable inquiry but felt the main event was telco entry and anticipated that while they might ratify an industry agreement on fin-syn they wouldn't act on their own.

If there are any differences in the way James H. Quello, Sherrie Marshall and Andrew Barrett approach the major issues of the day—or the decade—they weren't apparent in New Orleans last Monday.

The content regulation question was the first put to the three by moderator Mickey Gardner, of Akin, Gump, Strauss, Hauer & Feld. Quello quickly declared there was "no Salem witch hunt here" (referring to actions against so-called shock jocks), but said 99% of the public would also be troubled by the language at issue and the other 1% he'd have trouble trusting with his small children. Barrett added that the FCC had acted against only eight or nine out of 10,000 licensees, indicating the industry was doing a good job.

On the subject of greatest interest to the NATPE audience—whether or how the FCC would act on the financial interest and syndication rules (and the companion prime time access rule)—the commissioners put their faith in the negotiations between Hollywood and the networks that have been ongoing, sporadically, for several years. Quello likened the dispute to one between the very rich and the wealthy, and said it was the most heavily lobbied issue he had ever seen at the commission. He also said the decision to bring the issue up at the FCC would be made by Chairman Alfred Sikes, and indicated he, too, would rather it be settled elsewhere.

In response to questions, Quello did say there had been a tremendous difference between the network situation in the early 1970's, when the fin-syn rules were passed, and now, and said there has to be some kind of reasonable middle ground.

The three were not so ginger in their approach to the prime time access rule (PTAR). Marshall said there was very little interest in reviewing that issue.

The commissioners also indicated there was little chance of changing the foreign ownership restrictions on broadcast stations (now generally limited to 20%). □



FCC Chairman Al Sikes

Prime time waits for no one, say producers

TV executives say it is harder now to produce for network prime time, partly because shows don't have time to 'grow'

Candice Bergen ("Murphy Brown") moderated a NATPE breakfast panel entitled "Prime Time 90's: Movers and Shapers," featuring a discussion of network programming trends and issues. Panel members included Marshall Herskovitz, executive producer, *thirtysomething*; Ken Johnson, executive producer, *Alien Nation*; Heide Perlman, executive producer, *The Tracey Ullman Show*; Hugh Wilson, executive producer, *The Famous Teddy Z*, and Harvey Shephard, president, Warner Bros. Television.

Wilson, whose credits include *WKRP in Cincinnati* and *Frank's Place*, and whose current show has been placed on hiatus by CBS, said he feels it is harder now than it used to be to produce a network show in prime time, "certainly for me." While doing *WKRP*, he said, more time was allowed to let the show develop, whereas there is "no pilot time" now.

Johnson said he took *Alien Nation* to Fox because he felt the show would have more time to grow there, "and it's been proven out." Perlman expressed the belief that *Ullman*, also on Fox, would have been canceled by one of the major networks.

The enthusiasm with which audiences used to greet network shows has changed, according to Shephard, due to the changing and expanding television landscape. To a large extent, he said, the networks are "battling inertia," and it is difficult to mount an audience for a new program. If a network has a show it feels will be successful, it has to stay with it, Shephard said. (In



CBS's Candice Bergen

an earlier aside, Wilson pointed to Shephard as the man who had canceled one of his shows.)

In response to a question regarding desired program ingredients, Johnson said he tried to have his shows be "about something. When you can find a show's theme, it gives it more substance and depth. That's the direction I'd like to go in the 90's," he said. Social issues need to be addressed with "finesse, grace, and entertainment value," said Johnson.

Herskovitz said that, historically, television has not been encouraging to people who had something to say. The kind of television he would like to produce is the kind that "you don't have to explain to anybody, that comes from an internal source," he said.

The problem of dealing with advertisers, said Herskovitz, is not only their opinions but the networks' attitude toward those ad-

vertisers, the feeling that "they must be protected."

He said that "the network is terrified we're secretly doing product placement," placing them in a potential equal time situation. "Advertisers try to exert a very strong hold over that area," Herskovitz said.

Shephard explained that while developing shows, particularly hour-long dramas, "we definitely look to see if [they] will play internationally."

On the subject of network cancellation, Wilson said he felt networks were not too quick to cancel, but instead, "they're too quick to move." *WKRP* was moved 18 times in four years, he said, "and when your mother doesn't know when your show is on, you have a scheduling problem."

Herskovitz, discussing the issue of TV versus feature films, said he felt "both mediums are highly compromised in different ways." In many ways, he said, television is bolder now than are features, and although he hopes to direct a film before the end of the year, "I will never leave TV."

Perlman said the "immediacy" of television is exciting, and Bergen said, "I haven't been offered a feature script in years that comes near the pilot script of *Murphy Brown*. I don't miss working in features at all," she said. "I'm thrilled to be where I am."

Television is a producer's medium, Shephard said. "You control it." This is not the case in film, he explained. "TV has far greater impact in terms of the changes you make, the impressions you make."

"The 80's will be remembered as the Me Decade," according to Johnson, "and I'd like to make the 90's the We Decade. That's what we're trying to do." —RG

Media regulation panel says fin-syn should be resolved by those involved

Panelists agree that government intervention appears more likely in relation to cable television

"The interest in Congress in entering the fin-syn debate approximates the interest in going to the dentist for a root canal."

That was how House Telecommunications Subcommittee staffer Larry Irving, speaking last Wednesday at a NATPE panel on media regulation in the 1990's, summed up the view from the Hill regarding a revisiting of the two-decade-old financial syndication rules which limit network ownership in and domestic syndication of television programs.

"There's no way Congress can sort out the economics as well as the parties can do it," said Irving. "I see a reluctance in virtually every member I've talked to about getting involved."

The FCC under new Chairman Al Sikes is also unlikely to reopen the subject, said panelist and former FCC Chairman Dennis

Patrick of Patrick Communications in Washington, who suggested the FCC should stay out of the debate.

Joel Chaseman, former head of Post-Newsweek Stations and now vice president, Washington Post Co., also agreed the issue would be better resolved by the parties involved, although negotiations between representatives of the three networks and studios and independent producers have gone on for years with little movement by either side.

If there were a "total rollback" of fin-syn rules in the decade ahead, a scenario that most worried panelist Frank Biondi of Viacom, the change would rapidly lead to the development of just four vertically integrated network-studios, "which would be very bad news for anybody but those four."

Biondi acknowledged to the crowd of several hundred executives, however, that "something has to give in the negotiations, [but] it would be a serious mistake to upset the apple cart a lot. [Fin-syn] has worked

and it can work better if cooler heads prevail."

Government intervention appears more likely in relation to cable television, the panelists agreed. Irving said there seemed to be a consensus the Senate would do something on cable reregulation this year, although the same was not clear in the House, where he said constituent complaints about cable were not reaching the representatives to the extent they were reaching the senators.

The "hot-button" cable issues that Irving said congressmen "hear about and [that] would drive legislation" are cable sports carriage, subscriber rates and service.

Congressional concerns over vertical integration were not as immediate, since they are more theoretical and less often the subject of constituent complaints, Irving said.

Vertical integration does, however, raise congressional concern in at least two ways, the staffer said. Irving said whether multi-

ple cable system owners were gaining ownership control of cable program services by using access to systems, is "clearly something Congress wants to look at."

Irving also suggested a compulsory license would be looked at for cable competitors, since alternative services, such as wireless cable or backyard satellite dishes, argue cable uses its position to keep them from access to top programming.

Chaseman agreed there was an "inevitable quality" about some sort of cable reregulation. "The definition of effective competition between broadcast and cable will change," he said, adding a key formula in the reregulation could be some form of "if-carry, must-pay" for cable systems offering broadcast signals.

But panelist and cable operator Brian Roberts of Comcast argued "a return to local regulation would be turning the clocks back in a way that would be terribly unpro-

ductive."

Patrick called "dangerous" the adoption by government of an attitude that software is a public good for which the government can mandate or restrict access. "The danger is the government, if mistaken, can dampen the incentive to make product. These issues are much more easily debated, than legislated or regulated."

Regarding the general movement of sports programming to cable, Patrick argued that "cable, net net, has stimulated the availability of sports to consumers." Patrick continued: "It is a slippery slope if the government decides which type of programming goes to which type of service."

Roberts noted, however, that in the long term, the prospect he found most daunting as a cable operator was not cable reregulation, but that of telephone companies entering the video business.

-AAG

Looking to 1995: Blurring lines between producers, syndicators

Among concerns of NATPE panel: network production of programming in future may have antitrust ramifications; distribution outlets may narrow

The merger craze and vertical integration of the major Hollywood studios in the 1980's and how the major players will supply syndicated programs in the mid-1990's became a heated topic of discussion at NATPE's "Syndication 1995" panel session. James Lynagh, president, Multimedia Broadcasting, perhaps best described the continuing emergence of media conglomerates: "There have been many outlets, but just a few funnels."

Lynagh, who controls a company with considerable station holdings, expressed concern over Paramount's ownership of 10 TV stations through its TVX Broadcast Group subsidiary, Fox Broadcasting Co.'s seven O&O stations and Time Warner's considerable cable system holdings (568 cable systems through both companies) as

narrowing the outlets of distribution with their own in-house production units. But he said his "prime concern" is the "antitrust ramifications" if ABC, CBS and NBC benefit from relaxed financial interest and syndication rules to produce in-house programming in 1995. "The number of hours they produce and their control of major markets [through their O&O's] could be very harmful to the open market," said Lynagh.

The current corporate tug-of-war between the studios and the networks over their desire to diversify as product suppliers and broadcasters seems headed for a confrontation (either in the courts or on a reluctant Capitol Hill). Just how this may or may not be resolved by 1995 and how it may affect syndication brought an attention-getting prediction from Vicky Gregorian, operations and program director, WSVN-TV Miami, and current vice chairman of NATPE.

"In 1995, we could all be wearing the same color [NATPE exhibitors] tags, as producers and suppliers of programming,"

said Gregorian. "We're all going to start looking the same. I don't think there will be a demise of the networks without domestic syndication rights. Heck, I would love to get a 62 or 67 share [of the audience] like they do."

However, in his opening presentation, moderator Joe Tirinato, former LBS executive, said network shares (excluding Fox) declined 13% from 1985 to 1989 (from a 77 share to a 67 share, as of December 1989), leaving the three major broadcast networks to find other revenue sources to make up for the continued erosion. Tirinato cited the networks' expanding in-house production plans and heightened cable network and system acquisitions as a prelude to the networks' desire to enter into syndication.

CBS Affiliate Relations President Tony Malara took exception to Tirinato's remarks: "I think syndication knocking out the networks is totally ridiculous. I think it is also ridiculous to assume that the networks want to produce 100% of their [prime time] programming. There are a lot of scarecrows out there. The affiliates and the networks need the studios and want to support the current system."

It did not appear that Lorimar Television President David Salzman agreed with Malara's view of the future. Salzman said he "vehemently" believes the networks should be restricted from domestic syndication and in-house production of their prime time schedules (which is currently limited to five hours weekly). He also said the networks' demise has been "grossly exaggerated," citing only a 4% reduction in HUT levels since 1985.

Turning his attention to syndication, Salzman said first-run syndication has been a "home run" for his business (which includes Warner Bros. Domestic Television syndication) and local stations, and that it should stay that way in the mid-90's without the "interference" of the networks. He said the area with the most potential growth is sports syndication and pay TV. "The growth of sports worldwide will be immeasurable," said Salzman, citing the National Football League's increasing popularity in Europe.

Turner Program Services President Russ Barry said the international marketplace has been "terrific" for domestic syndicators and should "pick up steam" in the 1990's with Eastern Europe opening new markets for programming.

Among other predictions, Lynagh said the networks will shift their prime time schedules to 7-10 p.m. in the Eastern and Pacific time zones to meet the "changing viewing patterns and earlier sleeping habits of viewers across the country." He predicted the change will bring about a shift to "male-appeal soap operas" as first-run vehicles for access or late-fringe syndication in 1995.

But it was Tirinato's opinion that major distributors such as Paramount and MCA TV control the first-run marketplace, and leave "smaller syndicators" such as Genesis Entertainment out in the cold.

Gary Gannaway, chairman and CEO, Genesis, fired back that his company has "never failed" to clear a program and has



L-r: Barry, Gannaway, Gregorian, Lynagh, Malara, Salzman

sold 4,800 barter units out of his commercial inventory for the weekly *Byron Allen Show* and the hour-strip drama *Highway To Heaven*.

Said Gannaway: "The three hits of syndication [*Wheel Of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*] last year came from King World, which really didn't have a platform to stand on over five years ago."

—MF

Panelists question peoplemeter's measurement of black viewers

Voices of America host Jesse Jackson went to the voices of syndication at NATPE's panel on minority programming last Wednesday (Jan. 17) in a session that allowed the participant's to discuss how much progress has been made in meeting the growing economic presence of minorities in the TV marketplace.

As moderator, it was the Rev. Jackson who raised considerable debate over the way Nielsen's peoplemeter research measures the African-American segment of the market, as the "appraiser" who "scratches the surface with undercounts of black viewers in the marketplace." Jackson's particular oratory was addressed toward research data presented by panelist Jack Harkness, director of marketing, Nielsen Media Research.

Based on a study of 4,000 peoplemeter households (11% of which are black households [or 440 HH]), Harkness reported that data indicated that black viewers watch 50% more television than any other group, and raised a furor when he said *Soul Train* and *Showtime At The Apollo* were among the top 10 rated shows in black households, while they "don't even crack the top 100 in white households."

As it happened, panelist and *Soul Train* producer Don Cornelius took exception with Nielsen's results, suggesting the "limited opportunities" black producers face are based on advertisers following rating tracks



Jesse Jackson

Latin America movie plan

Hollywood's major studios, in a bid to preempt TV piracy of their movies in Latin America, are negotiating through the Motion Picture Association of America to launch a satellite movie service serving the region.

Universal executive Charles Morgan, speaking at a NATPE seminar last Wednesday, Jan. 17, said the MPAA is expected to complete negotiations next month to lease transponder time from either PanAmSat or Primetime 24, both serving the Caribbean and Latin America.

The satellite feed, supplied with theatrical releases by Hollywood's nine leading studios, would be offered for licensing to pay cable or pay UHF movie services in each country, he said.

The signal would be encoded using the B-MAC scrambling system, which Morgan argued was more secure than the General Instrument Videocipher system he said was routinely broken by pirates illegally retransmitting U.S. cable services like Home Box Office and Showtime in the Caribbean and elsewhere in the region.

Morgan said the pay TV companies established in each Latin American country would help provide a stronger local base for fighting piracy. Legal battles in Panama and Costa Rica have already established copyright protection in those countries, and Morgan said other nations would follow suit.

Although Morgan said Latin America's cable market was now only about 500,000 subscribers, he added that studies indicated the pay cable and UHF services would reach 10% of the 332 million inhabitants expected in Latin America by the year 2000.

produced by Nielsen. "Programs like *Soul Train* and *Ebony Jet Showcase* not making the top 100 in white households—there is no substantiated proof of that," said Cornelius. "We really don't know what these peoplemeter houses are representative of. For all of us, as African-Americans, it is our livelihoods that are at stake."

Later, Jackson questioned Harkness about "the general assumption" that there are no peoplemeter boxes for black viewers living in many inner-city projects "due to the fact that even the police are sometimes afraid to enter the projects," he joked.

Harkness insisted that Nielsen "takes every measure necessary to make sure measures are representative of the national composition of America's households. He added that there was no difference in the "cooperation rate" where the average general respondent rate is 55%.

Other than dealing with ratings hurdles, Don Jackson, a producer for Center City Studios/Tribune Entertainment, says minority producers have been turned away by advertisers looking for major market clearances and other advertiser support to prove that black-oriented programs are worthy of financial sponsorship. He said advertisers, particularly consumer-product companies, should note that blacks will spend over \$500 million on grooming products and toiletries in 1990.

On the advertising agency side, Thom Burrell, president and chief executive officer, Burrell Advertising, says that black-owned agencies are "more than serious about making this more than a first-quarter or black history month campaign." He said agencies are seriously addressing the need to support minority programming, but he said one of the biggest obstacles to attract consistent advertising dollars is how stations downgrade time slots for black programming. Burrell cited a Chicago station that moved *Showtime at the Apollo* from midnight, then to 6:30 p.m., and finally into the 2 a.m. slot. "The important thing is consistent scheduling practices," said Burrell, adding:

"Some of the changes black programs face are unforgivable."

Clark Morehouse, vice president, advertising sales, Tribune Entertainment, said his company did not "anticipate the pent-up demand" when it started distributing *Soul Train*. "We scratched the surface when *Soul Train* first came out," he said. "When the show became a hit in Detroit, Ford Motor Co., General Motors and Chrysler took notice. I think the black marketplace will more than double to a \$2 billion advertising business in a couple of years."

—MF

Petry ranks new syndicated fare

'Trump Card' highest rated among game shows; 'Studio 33: Hollywood' is tops in talk; 'Personalities' leads magazine strip category

Petry Television held its second annual "Petry Meter" program analysis at the beginning of last week's NATPE conference, rating the slate of new syndicated programs in seven categories according to their informal, subjective "Petry Meter," on which each show is assigned a ranking of 0-10, with 0 being the lowest score. Dick Kurlander and Jack Fentress, both Petry vice presidents and directors of programming, discussed only those programs earning a ranking from 5-10, and Petry's recommendation.

Warner Bros.' *Trump Card* earned Petry's highest rating in the game show area, receiving an 8.7 and coming "highly recommended." Buena Vista's *Challengers* earned an 8.5, according to Fentress, because it is a good game, it cleared good stations early and it will have no repeats. ITC's *Tic Tac Dough* rated a 6.5; Orbis's *Joker's Wild* scored a 6, and King World's *Monopoly* received a 5. "The host is terrif-

ic," according to Petry. "The problem is getting a four-hour game down to 20 minutes."

The *Puzzle Game*, from Tribune, earned a 7, as did Guber-Peters's *The Quiz Kids Challenge*. Orion's *Name That Tune*, hosted by Peter Allen, earned a 5.5.

MCA's *Studio 38: Hollywood* earned a "Petry Meter" score of 8, leading the talk show category. It was followed by MCA's fall 1990 *My Talk Show*, which received a 7. Tribune's *Kelly and Gail* scored a 5.5, tying with Worldvision's *A Question of Scruples*, which "has daytime possibilities."

In the magazine strip category, Twentieth Century Fox's *Personalities* led with a 7.5, followed by King World's *Only Yesterday* strip with a 7.

For new children's shows, both *The New Adventures of He-Man*, from LBS, and *Wake, Rattle and Roll*, from Worldvision, earned a 5.5.

Petry did not assign ratings to the seven new off-network situation comedies available for next season, but did discuss three

upcoming entries. Columbia's *Married...with Children*, which will be announced shortly from Fox Broadcasting, earned a Petry Meter score of 8.5. "We see this as a late-fringe vehicle," said Kurlander and Fentress. *Full House*, from Warner Bros., slated for a 1991 start, received a 6. Warner Bros.'s *Murphy Brown*, available for 1992, scored a 6, due to the question of how the show's topicality will wear over time.

In the weekly show category, *Million Dollar Video*, from World Events, earned a 6.5; Warner Bros.'s *Voices of America*, with Jesse Jackson, received a 6, while MCA's *Adam 12* and *Dragnet*, "basically utilitarian shows," each earned a 5.5. MCA also has the weekly *What a Dummy*, already launched, receiving a Petry Meter score of 6.5.

The weekly *Supercop*, from Viacom, scored a 7, "based on its potential," while *The Krypton Factor*, from Western International, earned a 6. Multimedia's *Big Break*, "a weekend fringe vehicle" with Natalie Cole as host, scored a 6.5. —RG

topical questioning, left many adult viewers in dismay over how their counterparts were beaten consistently by the younger contestants, according to Cicha. Bjork balked from recommending this show also.

Tribune Entertainment's *Puzzle Game* earned a daytime vote from Bjork, who liked "the sophisticated graphics" used in constructing the puzzles, but found some of the clues a little too easy. However, Cicha and Bjork panned *Love Thy Neighbor* (GTG Entertainment) as a *People's Court*/*Newlywed Game* hybrid.

Among the new talk show entries, Bjork and Cicha gave low marks to *House Party* (Group W and NBC Productions), *Studio 38*, *Hollywood* (MCA TV), *Just Between Us* (GTG) and *Kelly & Gail* (Tribune). Cicha said that Worldvision Entertainment did a good job transferring the original game show format of *A Question of Scruples* to a talk format. Both Cicha and Bjork gave *Scruples* a daytime vote for 1990-91.

King World received kudos from Bjork and Cicha for its nostalgia magazine, *Only Yesterday*, which both said could fit as a local news adjacency. A daypart verdict for Fox's celebrity magazine, *Personalities*, was not delivered since there was no pilot shown, but Bjork suggested that any incumbent *A Current Affair* station may see less of the rumored 100%-300% rise in renewal costs if they picked up *Personalities*.

Among programs highlighted for their originality were the *Graham Kerr* cooking show from MTM Distribution Group, intended for daytime, and MCA TV's late night strip, *My Talk Show*. —MF

Seltel gives high marks to 'Trump Card'

Company rates syndicated shows vying for 1990-91 station clearances

Buena Vista Television's *Challengers* and Warner Bros. Domestic Television's *Trump Card* received "A" marks from Seltel's report card on syndicated programs vying for 1990-91 station clearances. The New York-based rep firm gave NATPE conference attendees a firm recommendation to consider these two half-hour game shows for clearance in prime access or early fringe.

Janeen Bjork, Seltel vice president, director of programing, said *Challengers*' questions were "topical and current," but not quite up to the pacing of King World's *Jeopardy!*, which, she added, would be an ideal adjacency with *Challengers*.

Bjork also identified *Trump Card* as a good *Wheel of Fortune* or *Jeopardy!* complement, but questioned how real estate magnate Donald Trump's name and lower Q (popularity) score may affect viewers' choices. One other consideration Bjork mentioned was *Trump Card*'s "rich" cash-plus-barter, 90-second national barter split, rather than the traditional one-minute split.

A blow was delivered to King World's latest game show entrant, *Monopoly*. Bjork said that King World has spent two and a half years developing it, and "they still know it doesn't work." Another vote of nonsupport came from Frank Cicha, Seltel associate program director, who said that too much explanation was used in the pilot to tell what property transactions took place during the commercial breaks, and added that the use of a dwarf as a moving piece on the game board "did not sit well with a lot of people." (King World has reportedly stated privately that it will reduce the dwarf's role.)

Revived game show formats *Tic Tac Dough* (ITC Distribution) and *Joker's Wild* (Orbis Communications) received modest marks, with Bjork suggesting that each

show would be best suited for daytime clearances, and *Name That Tune* (Orion Television) was criticized by Bjork for slow pacing and termed a "tough go" for a fall 1990 recommendation. *Quiz Kids Challenge* (Guber-Peters Television), which pits three children against a trio of adults in

Advertising gets spot check

Panel discusses role of ads on TV, including whether advertisers sometimes act as censors, and growth of 15-second commercials

The role of advertising on broadcast and cable television was the subject of a NATPE panel entitled "Advertising: Is Free TV Losing It?" Among the wide range of issues covered were network erosion, targeting appropriate audience demographics, the role of spot television, and the question of whether advertisers sometimes act as censors.

Panel members included Allen Banks, Saatchi & Saatchi, New York; Bill Hadlock, Leo Burnett Co., Chicago; Robert Wehling, Procter & Gamble, Cincinnati, and Steve Kubinski, Nestle Foods. Ave Butensky, Fries Distribution, Los Angeles, was the moderator.

Hadlock said that, in terms of advertising, he felt the value of commercial broadcast TV had eroded a bit over the last decade. "It's better than anything else," he said, "but not what it once was." Other opportunities have been created by other problems, said Banks, so that the situation amounted to a trade-off. "Network TV is still the best place to put down the base of weight," according to Wehling. "Erosion hasn't really changed our thinking."

The shorter length of commercials—15-second ads, for example—has allowed smaller-budget advertisers to "get in the game," Banks said. Approximately 35% of ads on the air now are 15 seconds long, he said, and "I hope that's as far as it goes." Kubinski said that a "softening" of 15-second commercials will start to be seen.

TV is still the best medium for advertising Nestle products, said Kubinski, and "cable is now part of the overall definition."

The way national TV is sold today makes predicting a hit less important for advertising agencies, said Hadlock, because "it's all sold on guarantees. You don't have to predict well, you just have to buy cheap."

Banks said that it is important to get to know the network and syndication audiences. "It's not enough to get only weight," he said.

Wehling said that a greater percentage of total marketing funds will be shifting back to advertising in the 1990's. According to Kubinski, during the last 15 years there has been a switch from advertising to promotion, and "the power of the brand name has been diluted tremendously."

Banks said that "spot's role is as big as it has ever been," but it is "more and more problematic" to get local sales information on product data. According to Hadlock,



L-r: Banks, Hadlock, Kubinski, Wehling

"spot is still the best local medium around. None of our syndication dollars come out of spot; they're almost all from network." Spot, however, does have "serious problems," he said.

Butensky asked whether advertisers pull-

ing ads from shows should be considered censorship. Said Wehling: "We don't look at pulling ads as censorship, but as good business." P&G has guidelines, he said, and others have rights to air what they want, but "we have the right to advertise in

an environment attractive to us." All P&G decisions are based on corporate guidelines, Wehling said, and have nothing to do with what is said in the press.

Burnett has no agency policy, Hadlock said, but instead has individual client guidelines. "Pressure groups have taught the American public that advertisers are responsible for the content of the show their ads appear in," he said.

All panelists agreed that more advertising money will be spent in ethnic TV, and also agreed that high-definition television will not make a big difference in the effectiveness of their advertising.

On the question of possible phone company program distribution, Banks said, "we're not lacking places to advertise, and are not worried about being blocked out of opportunities to advertise."

"An advertiser's risk ought to be proportionate to the other opportunities available to him," said Wehling. —RG

The increasingly complex business of station promotion

Better production values, top-notch talent, more topical spots seen as keys to fighting for viewers in 90's

Cable (basic, pay and pay-per-view), new independent stations, Fox, VCR's and Nintendo video games have helped flood broadcasters' comfortable little pond, according to Al Jerome, president of the NBC TV Stations Group. As a result, more creativity and more money has been required to compete promotionally. In "Servicing what You Sell," promotion executives from the station, network and distributor perspectives gathered to discuss—employing videotaped examples of promotions—what kinds of promotion the new competitive marketplace demands.

One common observation was that good promotion people are increasingly "worth their weight in gold." Syndication has sidestepped off good promotion people, said Amy McCombs, president and general manager of KRON-TV San Francisco. In the future, she said, it will only get more difficult to find the talent on the local station side. Vince Manzi, executive vice president, Steve Sohmer Co., Los Angeles, which provides promotion campaigns to stations and distributors, agreed with McCombs, saying it's getting harder to find good people. "You have to pay them more and you have to give them some opportunity to do good creative," he said.

McCombs expressed concern that stations "on tight budgets" have been moving away from image campaigns to a more "fractured" rhythm of chopped up ID's and a mix of different styles and messages.

Linda Nix, promotion manager at KOFY-TV San Francisco, and president of the Broadcast Promotion and Marketing Executives, sees the mechanical upgrade at stations well under way, with the pressure on station people to get top quality production values out of the equipment now available at the local level. Promotion directors, she said, have also been getting more involved in promotions for clients, helping a sales force to close a sale or

get a bigger piece of the budget. Promos have to hold up in an increasingly sophisticated environment, she said, and at a time when people are "likely to zap."

Manzi believes that the way to hold attention in the zapping environment will be through creative, which he feels will be the key to successful promotion in the future. In the year 2000, he said, the mandate of "get noticed" will be as applicable as it is today. He sees the trend toward more topicals continuing, with topical shows such as multiple newscasts and *Entertainment Tonight*, *Inside Edition*, *A Current Affair*, *Hard Copy* and others providing more pressure to tell viewers what's on those shows that day. And local stations, he added, now have the technical capability to "jazz up" topical promos. But while topical may be necessary, Manzi does not believe it should be the end-all. In that, he said, there is the potential for it to become just so much "video wallpaper." The smart broadcasters, he said, are those who know when, where and how to do breakthrough generic promos that will "reinforce viewer habits and generate new ones."

According to Jim Moloshok, senior vice president, corporate marketing and advertising services, Warner Brothers Domestic Television Distribution, creative, while important, must be based on solid marketing research. It is not good enough to have good spots, he said. They must also "respond to what the viewer needs to hear to

sample the show," particularly in first-run, he added, where the viewer is coming to the show for the first time. As promotion people become more expensive to hire in the 90's, he said, as budgets go up and the competitive marketplace makes getting noticed that much harder and that much more crucial, the need for research to ensure that promotions are on target will be a key element of success.

Providing an example of a once and likely future promotion vehicle was Michael Mishler, vice president, advertising and promotion, for the CBS/Broadcast Group, who outlined his networks retail tie-in "Get" game promotion with K mart that was tied to the premier of CBS's 1989-90 season. That partnership, said Mishler, allowed the network to conduct a national promotion through K mart's 2,275 stores and with circulars to some 72 million shoppers at a fraction of what it would have cost without that distribution network, while providing K mart with network exposure and local affiliate support. Mishler conceded that the association of the "Tiffany" network with K mart had been a concern, but the benefits of the promotion outweighed any possible drawbacks. The promotion, said Mishler, achieved the primary objective, the launch of *Major Dad*, the anchor of its Monday night comedy block, and increased ratings for its 8 p.m. shows across the board. And K mart's sales for the promotion period were up 6%, he said. —JE



L-r: McCombs, Nix, Manze, Moloshok, Mishler

NAB board adopts \$16.6 million budget

Expenses are up 9% and expected revenue has increased almost 7%

The National Association of Broadcasters' proposed \$16.6 million budget for its April 1990-March 1991 fiscal year was unanimously adopted at last week's joint board of directors meeting (see "Top of the Week"). Association expenses are up 9% from the \$15,210,640 projected in the current budget, which ends March 31, 1990. Among the approved budget expenses is some \$7 million in staff salaries, up 6%.

NAB expects revenue of \$17 million, up nearly 7% from the \$15.9 million anticipated for FY 1989-90. NAB's current budget has a projected deficit of nearly \$300,000 due to costs associated with such special projects as the advanced television test center and the Radio Futures campaign. But because NAB expects a \$456,615 surplus in its new FY '90-91 budget, the deficit is not considered serious.

NAB's current budget included a million-dollar contingency covering a variety of special projects besides advanced television and radio futures. Among the expenses: \$12,180 for a telco entry study; \$12,180, TV/cable compensation; \$12,180, AM receiver manufacture liaison; \$27,017, free television plan, and \$25,500 for a Price Waterhouse study.

There was a lengthy discussion on budget, but the tenor was not as confrontational as previous sessions. Overall the directors appear satisfied with the NAB finances, although some concerns continue to be expressed over board member access to all budget information, as well as the extravagances associated with NAB board meetings.

A rundown on the proposed FY '90-91 budget as well as some of the projected figures for NAB's current budget are below:

In the area of expenses, the \$2.2 million budget for government relations is up 11% and includes \$100,000 for "contingency" or outside lobbying support as well as \$260,000 for professional services. NAB's grass roots or legislative liaison activities are listed at \$150,000, up 8.4% from \$138,280. And the legislative forum held prior to each winter board meeting is penciled in at \$110,000, down \$4,000 from the FY '89-90 budget. Salaries in government relations jumped 9.8%.

Among other expenses: legal, \$1,103,780 (up 7.7% from the FY '89-90 projected figure); public affairs, \$1,541,955 (up 30%, with postage and photography costs accounting for the larger increases); NAB services, \$1,457,805 (up 5%); science and technology, \$862,140 (up 35% due to engineering projects and com-



NAB shows the flag in Palm Springs

mittee expenses); research and planning, \$788,620 (up 13.3% with \$247,750 allocated for research projects); minority services, \$144,100 (up 6.3%); radio department, \$961,915 (down 4.3%), and television, \$700,340 (up 9.9%, with \$125,875 budgeted for NAB's Telejournal).

Proposed expenses listed under general administrative (which covers President Eddie Fritts's office, among others) for FY '90-91 are \$6.8 million (up 5%). That figure includes \$405,000 for the June 1990 and January 1991 board meetings (the same amount projected under the current budget); building operations, \$905,470; Broadcast Education Association, \$50,000; committee meetings, \$110,000 (down 8.3%); employee benefits and insurance, \$649,725; industry relations contributions, \$64,375 (down 19%); pension plan, \$280,000; public service initiatives, \$236,350, and salaries, \$1.9 million. Also listed is \$240,000 for travel and entertainment (down 2% from the \$245,00 projected for FY '89-90). Among the recipients of the travel and entertainment money: Fritts; Rory Benson, senior vice president and assistant to the president, national campaign coordinator; Michael Harwood, executive vice president and chief financial officer; Hank Roeder, senior vice president, conventions and meetings, and John Abel, executive vice president, operations.

As for proposed revenue in FY '90-91: radio dues, \$3.9 million (up 7.5%); television dues, \$3.8 million (up 1.5%); dues from associate members, \$960,000; NAB services, \$1.9 million (up 8.4%); \$5.6 million from the annual convention (up 10.6%); \$500,100, from the radio convention (up 2.6%), and \$450,000 in interest income.

According to the NAB budget, the asso-

ciation's annual convention March 31-April 3 in Atlanta should bring in gross revenues of \$9.2 million against some \$3.5 million in expenses, with net income estimated at \$5.6 million. Gross income at NAB's 1989 convention in Las Vegas was \$8.1 million. Revenue from suite surcharges jumped from \$67,441 in 1989 to a proposed \$150,000 for this year's convention.

Among the proposed expenses at the annual meeting: Peabody awards dinner, \$26,165; \$17,000 for board travel and expenses; \$415,000 for rental/exhibit hall (up considerably from the \$170,918 spent last year), and security, \$125,200 (up from \$64,888). Government relations expenses include: \$7,500, congressional breakfast; \$67,440 for congressmen and staff; \$25,000 for honorariums; \$11,000, local transportation; \$50,000, legislative liaison dinner, and \$18,000 for a TARPAC board meeting and reception.

NAB's legal department estimates it will spend \$13,500 for FCC staff travel and \$4,500 for an FCC breakfast. The research and planning department's 1990 convention budget calls for \$55,000 in convention research. NAB's RAB and TVB contributions at this year's Atlanta convention are down 25% with each organization receiving \$37,500. Under convention and meeting expenses for Atlanta: golf and tennis, \$15,000, and a spouse dinner, \$12,000 (no money is allocated this year for spouse activities). The opening lunch is slated to run \$82,000; \$33,000, engineering lunch; \$55,000, television lunch, and \$40,000 for the radio lunch.

NAB's 1990 radio convention in Boston is likely to clear \$1.8 million (up 9%), against roughly \$1.3 million in expenses, with net income of \$500,100. Among the radio convention expenses: \$265,267 for the Marconi Awards dinner; \$20,500 for congressional travel, \$2,000 for FCC travel, and \$14,000 for a VIP lounge and VIP expenses.

-KM

NAB hears good news and bad

Among proposals discussed during legislative forum: covering FCC costs with user fees, attaching EEO to radio renewal and helping AM; kidvid bill will be vetoed by President, says lawmaker

Lawmakers attending the National Association of Broadcasters' two-day legislative forum in Palm Springs, Calif., Jan. 12-13, delivered both good and bad news for the industry.

The bad news: Representative Bob Carr (D-Mich.) suggested levying spectrum fees for a telecommunications trust fund to cover all costs at the FCC. "We ought to find some way to make all users of the spectrum make equal contributions," said Carr. Carr is a member of the House Appropriations Committee and has indicated before that he thinks a spectrum user fee is a viable way to fund the commission. "The FCC is not a world class agency. I am sorry if you think the paperwork reduction fees make up the difference, they don't," said Carr. "I think more is going to be demanded of you. I don't think you should dig in your heels.... You ought to find something you can live with." Indeed, Congressman Tom Delay (R-Tex.) told the broadcasters that as the government continues its search for revenue, user fees are becoming an increasingly attractive idea.

On another front, Congressman Bill Richardson (D-N.M.) said he was working on an equal employment opportunity provision he plans to attach to any radio license renewal bill, although he said he would not introduce anything until "everybody in your radio operations has a look at it." "I want to work with you guys," he said.

The New Mexico congressman would also like to see Congress adopt legislation postponing the implementation of syndex. Hal Rogers (R-Ky.) predicted Congress's drive for additional revenue could revive efforts to limit the deductibility of beer and wine advertising. As to whether Capitol Hill will ban or limit those ads, some members said they saw no "grounds well" to ban beer and wine ads. Others think Congress may want to deal with the issue. The smoking issue has moved so fast that "you should pay very close attention to your marketing of beer," warned Richardson.

There also was some skepticism expressed by the lawmakers about the industry's so-called "must carry, must pay" proposal. It has been suggested that cable pay a retransmission fee for broadcast signals and that if a system carries one signal, it carries them all.

But the response to the idea from Representatives Billy Tauzin (D-La.), Carlos Moorhead (R-Calif.) and John Bryant (D-Tex.) was lukewarm at best. "You better stick with your proposition to pass must carry first," said Tauzin. "Must carry is the way to go," said Bryant. Bryant also thought it would be hard to argue for "must pay" and at the same time argue to keep the telcos out. Moorhead said he feared such a scheme was dangerous for broadcasters. "If you start charging for rebroadcast, you might find a lot of stations are not carried at all," said Moorhead.

As Tauzin later told BROADCASTING: "I don't think you can have both.... You can't impose carriage requirements and a retransmission fee." Tauzin said he thought broadcasters had three options: To tie must carry to the compulsory license and to require cable to carry all signals; to have cable choose which signals it carries and to pay for those, or to put broadcast signals on the lowest tier of service at no cost or for a minimal fee.

But as NAB TV Chairman Tom Good-

game of Westinghouse said: "Right now none of us have any protection from what cable does.... We are stripped of power and defenseless against our major competitor." Tauzin warned the group that cable was about to "close the window." Cable, he said, is fast building a local constituency through local news and sports coverage. "They're doing this by contracting your local news and when they finish that job they are going to be even harder to dislodge," said Tauzin.

On the positive side, radio was told there is a "general receptiveness" toward helping AM radio and that support for a radio license renewal bill is still mounting. However, Representative Matthew Rinaldo (R-N.J.) said that his license reform bill has yet to receive backing from House Energy and Commerce Committee Chairman John Dingell (D-Mich.) or House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.).

Television broadcasters were encouraged by Senator Conrad Burns (R-Mont.), saying that the cable deregulation bill is the "tip of the iceberg of what is going to happen." Burns said he thinks the retransmission fee idea is "interesting." He also predicted that if Senator Daniel Inouye's (D-Hawaii) children's TV bill (which NAB opposes) is passed by Congress, it will be vetoed by President Bush.

Burns did, however, indicate his desire to see the Senate hold off action on cable legislation until the FCC issues its cable report. Bryant also said he thought it would be "imprudent" to act without looking at the report.

The forum was held prior to NAB's joint board meeting (see "Top of the Week") and also featured remarks by Senator James McClure (R-Idaho), House Republican Leader Bob Michel of Illinois and House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.).

-KM



Tom Capra

main uncompleted, but NBC TV Network President Pier Mapes told reporters after the affiliate meeting that the network had agreed not to sell advertising on the pay-per-view cable portion of the deal, although it will allow limited billboarding by sponsors. Full details of the PPV cable package will be announced next Monday or Tuesday (Jan. 29 or 30), Mapes said.

Affiliate Board Chairman James Sefert, Cosmos Broadcasting Corp., said affiliates were "extremely pleased [that the network] would not have competing advertising" in the cable package.

Mapes explained that despite pressure on the network to recoup its \$600-million-plus investment in the event, discussions with affiliates had convinced the network that Olympics advertising on cable would "not be popular."

Mapes pointed out that CBS's cable Olympics package in 1992 and 1994, by contrast, will carry advertising.

Also at last week's affiliate meeting, NBC News President Michael Gartner said he has tapped former KNBC-TV Los Angeles news director Tom Capra as the new executive producer of the *Today* show, effective Jan. 29.

Capra, son of film director Frank Capra, was a one-time producer for both CBS and ABC news programs and served in the early 1980's as vice president and managing editor of the ABC-Westinghouse cable service, the Satellite News Channel, before taking KNBC-TV news to first place in the Los Angeles market.

Gartner also told station managers that former *Today* co-anchor Jane Pauley will get a new role at NBC. She will be Tom Brokaw's first substitute anchor on *The NBC Nightly News with Tom Brokaw*, Gartner said, with her first assignment scheduled for last Friday, Jan. 19.

According to an NBC spokesman, Gartner told affiliates, in response to a question regarding a full co-anchor role for Pauley, that "anything is possible, but don't expect it soon or ever."

Also at the affiliates meeting, the spokesman said, NBC President Robert Wright told station managers the network had three great challenges in the new decade: "Fox is real [and] is doing a terrific job of establishing its credibility.... Basic cable is a real threat [and] independent stations are stronger than ever."

-AAG

NBC affiliates get added station breaks during 1992 Olympics

NBC also agrees not to sell competing ads on cable; Tom Capra named executive producer of 'Today,' Pauley named first substitute anchor for 'Nightly News'

NBC affiliates will have two six-and-a-half-minute prime time news breaks during the 1992 summer Olympic games in Barcelona, Spain, more than twice their window during NBC's last Olympics coverage in the summer of 1988.

Agreement on the station breaks, which also include an additional 30-second announcement and a half-hour midnight news slot, was reached at an affiliate meeting last Monday (Jan. 15) in New Orleans, just prior to the opening of NATPE there.

Plans for a cable Olympics package re-

\$30 Billion in Media

<p>A wholly owned subsidiary of Warner Communications Inc. has merged with Lorimar Telepictures Corporation <i>The undersigned acted as financial advisor to Warner Communications Inc. in this transaction.</i> January, 1989</p> <p>\$675,000,000</p>	<p>Tribune Company Employee Stock Ownership Plan Guaranteed ESOP Notes due 2003 guaranteed by Tribune Company <i>The undersigned acted as financial advisor to Tribune Company and co-placement agent of the Notes.</i> May, 1989</p> <p>\$345,000,000</p>	<p>Jack Kent Cooke Incorporated has sold the assets of Cooke CableVision Inc. and 1st CableVision Inc. <i>The undersigned acted as financial advisor to Jack Kent Cooke Incorporated.</i> Pending</p> <p>Undisclosed</p>
<p>Comcast Corporation 7% Convertible Subordinated Debentures November, 1989</p> <p>\$100,000,000</p>	<p>J. J. Kenny Co., Inc. has been acquired by McGraw-Hill, Inc. <i>The undersigned acted as financial advisor to J. J. Kenny Co., Inc.</i> Pending</p> <p>Undisclosed</p>	<p>Boone/Narragansett Publishing of the Southwest, Inc. has acquired Woodson Newspapers, Inc. <i>The undersigned acted as financial advisor to Boone Narragansett Publishing of the Southwest, Inc.</i> July, 1989</p> <p>Undisclosed</p>
<p>Narragansett Television, L.P. has acquired WPRI-TV (Providence, RI) WTKR-TV (Norfolk, VA) <i>The undersigned acted as financial advisor to Narragansett Television, L.P.</i> July, 1989</p> <p>\$167,000,000</p>	<p>Narragansett Television, L.P. \$35,000,000 Revolving Notes \$65,000,000 Senior Notes \$32,000,000 Subordinated Notes 6.250 Class A Limited Partnership Units 6.250 Class B Limited Partnership Units July, 1989</p> <p>\$144,500,000</p>	

Transactions in 1989

Continental Cablevision, Inc.
12% Senior Subordinated Debentures Due November 1, 2004
<i>October, 1989</i>
\$350,000,000

Continental Cablevision, Inc.
Senior Subordinated Floating Rate Debentures Due November 1, 2004
<i>October, 1989</i>
\$100,000,000

Paramount Communications Inc.
has sold its wholly owned subsidiary Associates First Capital Corporation
<i>The undersigned assisted Paramount Communications Inc. in this transaction.</i>
<i>November, 1989</i>
\$3,350,000,000

McCaw Cellular Communications, Inc.
has acquired
LIN Broadcasting Corporation
<i>The undersigned acted as financial advisor to McCaw Cellular Communications, Inc.</i>
<i>Pending</i>
\$6,900,000,000

Warner Communications Inc.
has merged with
Time Warner Inc.
formerly
Time Incorporated
<i>The undersigned acted as financial advisor to Warner Communications Inc.</i>
<i>Pending</i>
\$14,900,000,000

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More sports for the Bay Area

A's and Giants games are basis of SportsChannel Bay Area, set for launch on April 2

SportsChannel last week officially unveiled its eighth and newest regional sports network, SportsChannel Bay Area, which will premiere April 2 with 50 games of the Oakland A's and 55 games of the San Francisco Giants at its core.

The service will be marketed as a pay offering in the inner market, as requested by those teams, and as a basic service in the outer market. In all, it will reach a potential 2.5 million subscriber base, reaching into southern Oregon, Nevada, Hawaii and Arizona, as well as northern California.

SportsChannel won the rights in a competitive race against the Pacific Sports Network, which is owned by area cable operators Tele-Communications Inc. and Viacom Cable. PSN has rights to the NBA Golden State Warriors and to major Pac 10 collegiate events through its association with Prime Network. But the loss of the area's two MLB baseball teams, which met last year in the World Series, has dealt a blow to that network.

John Mohr, president and chief operating officer of SC's regional networks, said the company has had informal discussions with TCI and Viacom about carriage and is hopeful that both will be on board by mid-season. Although the two sides competed for the rights, he said the present relationship "is not the least bit adversarial," partly because of the strong programming involved.

Mohr said SCBA is looking to be marketed as a \$6-\$7 service in the pay area.

That base is roughly 1.2 million basic homes in the San Francisco broadcast ADL. The split will be roughly 50-50 between operators and SC wherever operators set the price, Mohr said, but he hopes it will be in the lower end to attract more subscribers.

In making last week's announcement, Giants Chairman Robert Lurie said: "Our goal has always been to make available to our fans more games at a lower cost than we were able to do through Giantsvision." That PPV service costs subscribers \$150 for a season of 35 games. Mohr said at \$7, subscribers would pay \$84 on an annual basis and get three times as many games as well as other sporting events.

The rate card for the basic service beyond the inner market, roughly 1.3 million homes in five states, will be in the 20-cents-to-25-cents range, he said.

The service will run from 4 p.m. to midnight on weekdays, and from 10 a.m. to midnight on weekends. Some SCA programming is already seen in the market, on systems serving about 100,000 subscribers, and those affiliates will be converted into SCBA systems.

The baseball deals are longer than five years, said Mohr, without being specific, with rights fees escalating at a reasonable rate after an initially high entry cost.

The number of A's games increases to 55 games next year and to 60 eventually, Mohr said. Spring training games will also be added, although not for this season. This is the A's first cable package.

In addition to baseball, SportsChannel Bay Area will carry SCA's NHL package, Notre Dames sports and other SportsChannel America programming. Mohr said the

winter schedule will be anchored by hockey and local college sports, including PAC 10, not locked up by PSN. That would include some California and Stanford product, he said, as well as other college games (University of San Francisco and San Jose State) and high school basketball.

The Sacramento Kings are a possibility, he said, (they currently have a contract with a wireless cable operator) but their core following is in markets beyond the pay franchise, so the costs to gain their rights are more directly tied to rates SCBA can charge for basic customers. Operators in both pay and basic markets will have 25% of the ad avails to sell locally.

The deals give SCA its seventh and eighth MLB contracts. Mohr said he feels SCA has a good shot at gaining games of the Cincinnati Reds before the season opens for SportsChannel Ohio, which is already carrying the Cleveland Indians in the state.

This will be the third market where SportsChannel is going head to head to a Prime Network affiliate. The others are in Los Angeles, where Prime Ticket has the Kings and Lakers and enjoys a major reach advantage over pay service SportsChannel Los Angeles, which has the Angels and Dodgers. But Mohr said having that other California outlet will be helpful in statewide distribution of events. In Florida, SportsChannel Florida and the Sunshine Network are locked in a battle. The latter is owned by cable operators and enjoys a much larger reach, although the key programming is more evenly split.

-MS

The 40-cent solution: TCI retiers

TCI sent an end-of-the-year statement to all subscribers of its owned and operated systems offering them the ability to save 40 cents on their cable bills if they wanted to delete ESPN, TNT, USA and AMC from their service. Larry Carlton, TCI vice president, operations, said so far the largest MSO has had "very few responses" from subscribers wanting to reduce service.

The retiering concept first surfaced late last year in congressional testimony of TCI President John Malone, who said TCI was thinking about relieving some cost pressure by making more expensive services a low-cost option.

In Chicago late last year, TCI offered subscribers \$1 off their bill if they did not want SportsChannel Chicago. Carlton said that of 350,000 basic subscribers, less than 3,000 dropped the service.

Carlton said that the new 40-cent addition would be broken out in subscriber bills in March or April. The 40 cents would appear to cover only the programming cost increases for those various services, plus extra monies for administration costs and profit margins. For instance, AMC, TNT and USA's rate cards have built-in rate increases of a nickel this year. ESPN rates could jump again, depending on the outcome of its NFL negotiations. TCI's overall rate for those four services would approach \$1, thus the 40-cent increase, or decrease, depending on how it is viewed, probably is tied to TCI's additional 1990 programming costs.

Since subscribers have already been receiving these four services, and have to go out of their way to drop them for a savings of only 40 cents, it appears unlikely there will be great dislocation, cable observers agree. That is what TCI is banking on, and if that becomes the case, programmers might be less likely to challenge it. In New York, ESPN filed suit, since withdrawn, against Cablevision Systems because it placed the sports service on an optional tier, one of several beyond a broadcast-only basic package that included several other traditional pay services.

HBO tops ACE's

Network leads award winners, capturing 31 of 82 prizes

Capturing just four fewer awards than last year, HBO once again dominated the annual ACE Awards on Jan. 14 in Los Angeles by garnering 31 silver ACE trophies. The nearest competitors in the 11th annual awards contest were Showtime, A&E Network, CNN and USA Network, with six ACE's each. A total of 82 awards were handed out.

USA Network took five awards, ESPN four and The Discovery Channel, The Disney Channel, TBS and TNT each won three ACE's. Bravo, MTV and Nickelodeon all came up with a pair of ACE's and The Family Channel, VH-1, Lifetime, Showtime Event Television (SET), The Nashville Network and the Madison Square Garden Network each won an award.

In the high profile categories, HBO's feature presentation, *Murderers Among Us: The Simon Wiesenthal Story*, picked up four awards, including best movie, best actor (Ruben Blades), director (Brian Gibson), art direction (Jozsef Romvari) and editing (Eva Gardos and Chris Wimble). The USA Network's *Ray Bradbury Theater*

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PRIME CABLE OF ALASKA, L.P.

Mezzanine Investment in this partnership formed to acquire the cable television system in Anchorage, Alaska and environs.

PRIME VENTURE II, L.P.

Equity Investment in this partnership formed to acquire cable television properties.

RIVER CITY TELEVISION PARTNERS, L.P. AND ATLANTIC BROADCASTING CORP.

Equity and Mezzanine Investments in these partnerships formed to acquire KDNL-TV in St. Louis and KABB-TV in San Antonio.



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pulled in four awards also, and *It's Garry Shandling's Show* earned three ACE's in the comedy categories for Showtime.

Recognized for his live remote coverage of last summer's democratic upheaval in Beijing, China, CNN's Bernard Shaw was honored as top newscaster and CNN garnered the Golden ACE Award in addition to an extended coverage award for its China reports.

"I don't think journalists should be competing against one another for awards," Shaw stated. "Although I am extremely honored by this recognition, I feel there are many excellent journalists working very hard to put together a broadcast every day." □

Fox's Diller reassures INTV

In a Jan. 11 letter released to the press last week, Barry Diller, chairman and chief executive officer of Fox Inc., assured the As-

sociation of Independent Television Stations that the Fox Broadcasting network and, as far as he can determine, its affiliates intend to remain "active and supportive" members of the association.

"I was distressed to read speculation in various trade publications regarding the possibility that Fox and/or its affiliates might withdraw from INTV," the two-paragraph letter said (BROADCASTING, Jan. 8). "Let me assure you that nothing could be further from the truth."

Fox "has the highest regard for INTV," the letter said. "No other organization has done more to encourage the growth of the independent stations who are our partners."

Diller did not address the flip side of the uneasiness in the relationship between Fox and unaffiliated independents that became manifest at INTV's convention in Los Angeles earlier this month: that the interests of Fox and its affiliates may be diverging from those of rank-and-file independents.

One issue that may bring Fox into conflict with other independents is changes in the financial interest and syndication rules,

which limit the role of networks in the programming production and syndication businesses.

INTV has been opposed to any relaxation in the rules. But Fox may eventually be forced to support significant relaxation if the FCC ultimately decides that the rules do apply to Fox. (Fox currently does not fit the FCC's definition of a "network," but that will change as soon as it exceeds 15 hours of programming a week.)

INTV President Jim Hedlund, who distributed the letter to the press, said he was "gratified by the vote of confidence from Fox in the organization. I hope that puts to rest speculation about whether INTV is going to be here a year from now."

Hedlund acknowledged that Fox and non-Fox independents having a parting of the ways on particular issues is "a possibility down the road." But, he said, "I have not seen any sign of it yet." The board, which includes many broadcasters with Fox affiliates, has been "virtually unanimous" in its decisionmaking over the past year, he said. □

Satellite Footprints

Briefs for women. Minneapolis-based Conus Communications last week launched a daily 60-second news service for women, the first of what it said will be a series of services targeting demographic television audience segments. Conus will produce and uplink five news briefs aimed at women aged 18 to 49 each weekday. The service will allow stations to "insert their own graphics and use these news briefs to create a consistent image across dayparts and varied programming," said Charles Dutcher III, vice president and general manager of Conus. Additionally, each brief will be formatted to "accommodate adjacent and internal commercials." □

TransAtlantic kickoff. When BrightStar Communications provides satellite carriage of its seventh consecutive Super Bowl to Europe on Jan. 28, it will do it Ku-band style, as it inaugurates service aboard its third transAtlantic transponder, acquired from Intelsat last year (BROADCASTING, Sept. 4). Users in Europe scheduled to receive BrightStar feeds of CBS's video and audio coverage include international sports marketer Trans World International (TWI) and London's Channel 4. TWI's feed will be encrypted using BrightStar's B-Mac system, enabling two digitized channels of audio for CBS and TWI commentary. Ireland's RTE Broadcasting will carry the audio commentary. □

Satellite syndication preview. Private Satellite Network (PSN) and Orbis Communications got a head start on the Jan. 16-19 NATPE show by providing a preview of Orbis's *The Joker's Wild* via satellite. Produced and managed by PSN and uplinked at 2 p.m. Jan. 8—on C-band, via Telstar 301, and Ku-band, via Satcom K-2—the preview combined a pilot of the newest Orbis game show with a live sales presentation, featuring *The Joker's Wild* host Pat Finn, Orbis President Robert Turner and Vice President of Domestic Sales David Spiegelman. Bringing Orbis executives to so many markets at once via satellite appeared to "go over well," said Susan Sandler, manager of consulting services for PSN, which is best known as a manager of private business television networks and special event transmissions. □

Political move. "You might see candidates carry a flyaway" transportable satellite uplink with them on the campaign trail, Bruce Kirschenbaum told BROADCASTING on the eve of his resigning as president of Washington International Teleport (WIT)—perhaps signaling just how he will blend politics and satellite communications in a new unspecified venture. As for timing, "It's

a good time to prepare for the next political cycle" for 1992 national elections, said the veteran legislative assistant (to the late Senator Jacob Javits [R-N.Y.]), Washington lobbyist for New York City, attorney and deputy secretary to the cabinet under President Jimmy Carter. He also helped set up the Harriman Center where congressmen sit for satellite interviews with home district television and radio journalists. WIT facilities and services have expanded to include an 18-meter international uplink and joint ventures with international satellite carrier BrightStar and Washington-based fiber network Lightnet—all leading to record TV news traffic handled there since he joined WIT in 1986. "Bruce leaves with good relations," said Larry Bentson, president and chief operating officer of Midcontinent Media Inc., which owns 50% of WIT, as well as radio and TV stations, cable systems and "telephone interests." WIT Executive Vice President Anand Kumar will succeed Kirschenbaum as chief executive officer. □

Federal charges. Daniel French, former vice president of satellite services for GTE Spacenet, was charged in U.S. District Court in Baltimore with defrauding Spacenet of approximately \$249,000 between 1983 and last June. He left the McLean, Va.-based company last September. According to the court, French was expected to be arraigned last week on government charges that he submitted invoices to GTE from a dummy consulting company, BCS Associates, and engaged in mail fraud by picking up payment through a post office box in suburban Maryland. Spacenet said it brought evidence to the U.S. attorney's attention and will continue to cooperate in the prosecution. □

Countdown. The Arianespace launch of French remote sensing satellite Spot 2 was rescheduled for last Saturday, Jan. 20. An anomalous reading on one of two onboard tape recorders led technicians to delay the Jan. 10 launch and investigate possible fixes, including replacing the recorder, said Clark Nelson of Reston, Va.-based Sport Image Corp. □

Eurocypher pipeline. General Instrument said last week that it has begun volume production of its Eurocypher Access Control Module and will increase that volume to produce sufficient numbers of the video descramblers in time to meet demand when British Satellite Broadcasting begins delivery this spring of its direct broadcast satellite television to viewers in the United Kingdom. BSB's Marcopolo 1 DBS bird was launched successfully Aug. 27, 1989.

Warner Communications Inc.

has merged with

Time Warner Inc.

formerly

Time Incorporated

*The undersigned acted as financial advisor
to Warner Communications Inc.*

LAZARD FRÈRES & CO.

January 11, 1990

New cycle for Adam Powell, NPR

Search to replace NPR news head underway as he contemplates local challenges; Buzenberg to serve as acting vice president

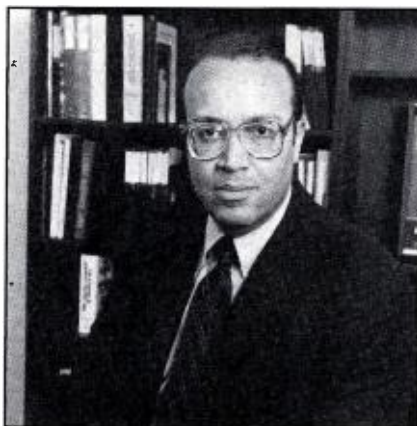
On the first day he entered his new office as vice president for news and information at National Public Radio two-and-a-half years ago, Adam Powell III discovered a letter on his desk chair. The missive from NPR President Douglas Bennet welcomed the network radio news veteran and, without further ado, outlined seven goals which Powell was expected to help NPR reach.

Regarding his Jan. 5 announcement that he will leave NPR, Powell told BROADCASTING last week that the news and information division had accomplished all seven of those goals, including the launch of newscasts to bridge the hours between *Morning Edition* and *All Things Considered*, the creation of a special projects staff, expanded national use of member station reporting and a 25% increase in the audience for NPR news programming.

"Three years is a nice cycle," said Powell. "At that point, one of two things can happen. You can start again with a new list of goals. Or you can move on to a new set of challenges."

A national search for Powell's replacement has been initiated, Bennet told BROADCASTING last week. Although he is not likely to appoint a formal search committee or headhunter company, Bennet said he expects to "consult widely" within public radio on development of the job description and on the finalist. The bare-bones specifications for the job as described in a Jan. 11 vacancy announcement call for a minimum of 10 years full-time journalism experience and four years managing a daily news gathering operation. Upon Powell's departure, set for Feb. 16, William Buzenberg, executive editor, NPR News, will serve as acting vice president. So far, said Powell, his plans include no specific full-time position in broadcasting. However, in addition to agreeing to make six "appearances" as an expert-panelist-lecturer at the Gannett Center for Media Studies this year, he is considering a publisher's suggestion that he write a book on public broadcasting.

In general, he said, the idea of taking his national radio experience to some relatively virgin territory on the local level most intrigues him now. "I like the Joe Gwathmey model," he said, referring to the former NPR vice president of cultural programming who, in 1988, left NPR to start up noncommercial KSTX(FM) San Antonio, Tex. That station and KPAC(FM) San Antonio are seeking together to form Texas Public Radio.



Adam Powell III

Powell left his own broadcast consulting company, Powell Communications, to join NPR in his present position in August 1987. His experience on Congress's Office of Technology Assessment National Advisory Panel had special appeal for Bennet, who has consistently stressed the need for public radio to stay with or ahead of communications technology evolution. The two

men hold in common a fascination with the interplay between technology and broadcasting practices, the subject of some of Powell's previous contributions to the Gannett Center, he said.

But most pertinent to the work he would do at NPR was Powell's three-year tenure as manager of CBS radio news and news director at WINS(AM) New York in the mid- and late 1970's—as well as stints with network television news, including posts as manager of CBS-TV coverage of the 1980 national elections, coordinating producer of *CBS Morning News* in 1980-81 and director of news for the now defunct ABC-Westinghouse Broadcasting round-the-clock cable news service, Satellite News Channel, in 1981 and 1982.

"I have accepted Adam Powell's resignation with deep regret and with gratitude for the many gains he has brought NPR and the public radio system," said Bennet, noting that during Powell's tenure, "NPR news received virtually every major journalism award available to radio. I know I speak for the NPR board as well as for myself and the stations in extending our warmest thanks to Adam Powell."

—PDL

Remote control of radio stations: NSN goes on line

Service will enable stations looking for walk-away operation or those without adequate staff to operate by remote control from hub via VSAT technology

The first affiliates of the National Supervisory Network (NSN), the Avon, Colo.-based company that is offering remote control monitoring of broadcast stations' transmission facilities, are now being put on line. Contracts have been signed with 25 radio broadcasters so far, some of them group broadcasters. NSN's start-up of operations is behind the timetable set when NSN announced the service last spring. But based on reaction NSN has received from stations inquiring about the service, it has revised upward its estimation of success.

"It's really taking off. I think we have come to be accepted as a real and legal entity," said NSN President Bill Sepmeier. Last June, he estimated the network would have 250 member stations in the first two years. Now he is looking for closer to 300.

A boost toward reaching that goal was

the announcement that NSN will jointly market its service with equipment distributor Allied Broadcast Equipment, Richmond, Ill. "You will basically be able to call the Allied number and get not only all the equipment you need for a station, but all the staff you need too," Sepmeier said. "We think there is a good-sized market out there of people who are looking for the walk-away radio station or supervision that they simply haven't had before because they didn't have full-time engineering talent," said Dave Burns, Allied national sales manager.

NSN's main purpose is to help stations comply with regulations involving transmitter control, operation logs, Emergency Broadcast System tests and several others. Using VSAT communications technology, stations around the country with remote control transmission monitoring and control facilities can interface with the network's "hub" in Avon. Engineers there will keep watch over the station's operations, seven days a week and 24 hours a day, if so desired, to be sure transmitter emissions

and other systems remain in compliance with FCC rules.

If an emergency were to arise, an alarm goes off at the hub. NSN engineers either contact the station engineer or correct the problem themselves. Several adjustments can be made from the hub, such as power reductions for nighttime operation, tests of backup power systems, activation of security systems and other functions normally done by studio personnel. In some cases, NSN can even restart the transmitter if it goes down for some reason.

"The majority of the interest seems to be from medium markets—towns of between 40,000 and 70,000 people—with a good bit of interest from the larger markets and the smaller markets also," Sepmeier said. Contracts with stations signed so far range from DeFuniak Springs, Fla., to top-10 cities. Sepmeier said NSN is close to coming to terms with a station in the number-two Los Angeles market. At small stations, NSN is being sold as a way to save money by reducing the amount of personnel needed to monitor station systems. For larger stations, it allows personnel on hand to reserve time for other tasks.

"It's not unlike the philosophy of automation which a lot of stations large and small have used to free their air and sales talent to do things that [would be almost impossible] if they had to sit at a microphone to keep a radio station on the air 24 hours a day," said Allied's Burns, who also expects NSN will be popular in all markets.

Rates for the service remain the same as originally announced last summer: \$9,600 a year or \$8,000 a month. NSN points out those figures are less than a third of the cost of maintaining personnel to monitor the station at minimum wage for 24 hours.

NSN's original plan was to begin monitoring clients by the end of last June. But since then, it has been plagued by delays in equipment delivery. During the National Association of Broadcasters' Radio '89 in New Orleans last September, NSN was unable to demonstrate its system to the extent planned because equipment it had ordered to be delivered directly to New Orleans did not arrive.

In the meantime, NSN has upgraded its monitoring software. It has also been searching for new services to add to the system. It is now pitching a satellite sub-networking system, with the same VSAT technology used in the monitoring system, to station groups. Member stations will be able to route financial information, program logs and other data through the Avon hub to co-owned stations faster than facsimile machines or overnight mail services. The sub-network will also deliver digital audio programming, such as commercials and public service announcements between stations. "It opens up a whole realm of possibilities for people programming their stations," Sepmeier said.


NSN is also in negotiations with the *M Street Journal*, a Washington-based newsletter, on a deal to deliver an electronic version of the publication to NSN customers. The *M Street Journal* mainly publishes actions and proceedings of the FCC.—RMS

Good showings by news and urban stations in fall books

Fall quarterly ratings for the top five radio markets revealed strong numbers for news-driven and urban contemporary formats (BROADCASTING, Jan. 8). Contemporary hit outlets faltered, most notably WHTZ(FM) New York and KHS-FM Los Angeles, the latter listed below the line as a result of comments made by morning announcer Rick Dees, and dropping one share point. Rock hit KQLZ(FM) Los Angeles fell from a summer book high of 5.5 to a 3.8 share.

Radio shares in Detroit remained constant, with the summer book leaders remaining on top of the market. Capital Cities/ABC's MOR and news/talk WJR(AM) dropped to 8.3 from a summer 9.2, but kept its market leader position. Booth American's urban contemporary WJLB(FM) rose from a summer 6.4 to a 7.8, retaining second place. CBS's news outlet, WWJ(AM), jumped 1.8 to third place and a 5.7 share.

Dallas-Fort Worth increased in size to become the seventh market, displacing




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Boston. Infinity Broadcasting's adult contemporary simulcasters there, KVIL-AM-FM, continued in the number-one spot with a 10.2 share, posting a 2.3 increase over their summer number of 7.9. Capital Cities/ABC's country KSCS(FM) moved into second place with a 7.6, after co-owned WBAP (AM) dropped to a 4.4 from the summer's 7.3.

Talk radio dominated the Boston market, with RKO's WRKO(AM) capturing the top slot with a 6.6, unchanged from the summer.

Station	Format	'88	'89
1. New York			
WPAT-FM	Easy listening	3.6	5.0
WINS(AM)	News	4.4	4.7
WLTV(FM)	Soft contemp.	4.7	4.7
WOR(AM)	Talk	4.7	4.6
WHTZ(FM)	CHR	5.6	4.3
WCBS-FM	Oldies	4.3	4.1
WQHT(FM)	CHR	4.0	4.0
WBSL(FM)	Urban contemp.	3.6	3.8
WNEW-FM	AOR	3.2	3.7
WCBS(AM)	News	3.6	3.5
WNSR(FM)	Adult contemp.	3.1	3.5
WXRK(FM)	AOR	3.4	3.1

2. Los Angeles

KPWR(FM)	CHR	7.2	6.2
KOST(FM)	Soft contemp.	5.4	5.7
KIIS-FM	CHR	5.8	5.4
KABC(AM)	Talk	5.3	4.6
KLOS(FM)	AOR	3.6	4.2
KBIG(FM)	Soft contemp.	3.3	4.0
KQLZ(FM)	Rock hit radio	2.8	3.8
KWKW(AM)	Spanish	1.3	3.5
KNX(AM)	News	3.5	3.4
KLVE(FM)	Spanish	2.8	3.2

3. Chicago

WGN(AM)	MOR/Talk	8.6	10.7
WGCI-FM	Urban contemp.	6.7	7.3
WVAZ(FM)	Urban contemp.	4.2	5.1
WBBM(AM)	News	6.0	4.9
WLUP-FM	Adult rock	4.3	4.1
WBBM-FM	CHR	3.2	4.0
WYZZ(FM)	CHR	4.0	3.8
WLUP(AM)	Talk	2.8	3.7
WXEZ-AM-FM	Easy listening	6.1	3.7
WUSN(FM)	Country	3.0	3.5
WCKG(FM)	Classic rock	4.3	3.4

4. San Francisco

KGO(AM)	News/talk	8.3	8.2
KCBS(AM)	News/talk	5.0	6.1
KMEL(FM)	CHR	5.6	4.9
KOIT-AM-FM	Soft contemp.	4.2	4.9
KABL-AM-FM	Easy listening	4.7	4.6
KNBR(AM)	Adult contemp.	2.2	3.7
KFRC(AM)	Classic MOR	3.4	3.6
KRQR(FM)	AOR	2.9	2.9
KSOL(FM)	Urban contemp.	2.8	2.9
KKSF(FM)	Adult contemp.	2.7	2.7
KXXX-FM	Adult contemp.	2.2	2.7
KDFC-AM-FM	Classical	2.9	2.6
KIOI(FM)	Adult contemp.	3.9	2.6
KSAN(FM)	Country	2.2	2.6

5. Philadelphia

WMMR(FM)	AOR	7.7	7.5
KYW(AM)	News	6.5	6.6
WUSL(FM)	Urban contemp.	7.5	5.8
WEAZ-FM	Easy listening	5.7	5.6
WEGX(FM)	CHR	7.9	5.5
WIOQ(FM)	CHR	2.5	5.3
WYSP(FM)	Classic rock	4.9	5.3
WPEN(AM)	Nostalgia	5.1	5.2
WXTU(FM)	Contemp. country	4.1	4.8
WKSZ(FM)	Soft contemp.	4.8	4.5
WOGL(FM)	Oldies	2.4	4.1

mer book. CHR WXKS-FM dropped from a summer 8.0 rating to 6.2, and WBZ(AM) moved up to third with a 5.9 from a summer 5.4.

In the nation's capital, easy listening WGAY(FM) posted a 7.7 to remain in first place, followed by CHR WPGC-FM with a 6.7 and country simulcasters WMZQ-AM-FM with a 6.5.

In the 10th market, Houston-Galveston, urban contemporary KMJQ(FM) retained the number-one spot with an 8.1 share, fol-

6. Detroit

WJR(AM)	MOR/News/talk	9.0	8.3
WJLB(FM)	Urban contemp.	7.0	7.8
WWJ(AM)	News	5.1	5.7
WHYT(FM)	CHR	3.4	5.0
WJOL(FM)	Easy listening	4.7	4.8
WLTI(FM)	Adult contemp.	2.6	4.7
WWWW(FM)	Modern country	4.7	4.7
WDFX(FM)	CHR	5.4	4.2
WKQI(FM)	CHR	4.4	4.2
WNIC-FM	Adult contemp.	4.9	3.9
WCSX(FM)	Classic rock	3.4	3.6
WLLZ(FM)	AOR	3.8	3.6
WJZZ(FM)	Jazz	1.7	3.5

7. Dallas-Fort Worth

KVIL-AM-FM	Adult contemp.	8.3	10.2
KSCS(FM)	Country	7.4	7.6
KRLD(AM)	News/sports	5.9	6.3
KPLX(FM)	Country	6.5	6.1
KKDA-FM	Urban contemp.	7.2	5.4
KJMZ(FM)	Urban contemp.	4.7	4.7
WBAP(AM)	Country	6.2	4.4
KMEZ(FM)	Easy listening	4.7	4.0
KLIF(AM)	Talk	3.3	3.5
KEGL(FM)	CHR	4.5	3.4
KTXQ(FM)	AOR	3.4	3.4

8. Boston

WRKO(AM)	Talk	7.2	6.6
WXKS-FM	CHR	5.9	6.2
WBZ(AM)	Adult contemp.	7.4	5.9
WZOU(FM)	CHR	5.0	5.5
WBCN(FM)	AOR	4.8	5.3
WJIB(FM)	Easy listening	5.4	5.1
WODS(FM)	Oldies	5.2	5.1
WHDH(AM)	Adult contemp.	5.2	4.7
WMJX(FM)	Contemp. soft hits	3.6	4.6
WEEI(AM)	News	4.2	4.5
WSSH-FM	Easy listening	3.6	3.5

9. Washington

WGAY(FM)	Easy listening	6.8	7.7
WPGC-FM	CHR	6.0	6.7
WMZQ-AM-FM	Country	7.1	6.5
WMAL(AM)	Variety	5.7	5.4
WKYS(FM)	Urban contemp.	6.2	5.3
WVA(FM)	CHR	4.5	4.8
WRQX(FM)	CHR	4.5	4.0
WHUR-FM	Urban contemp.	4.9	3.8
WCXR(FM)	Classic rock	3.7	3.7
WLTI(FM)	Adult contemp.	3.5	3.7
WTOP(AM)	News	3.7	3.7
WXTR-FM	Oldies	3.4	3.4

10. Houston-Galveston

KMJQ(FM)	Urban contemp.	9.8	8.1
KILT-FM	Country	4.6	7.3
KIKK-FM	Country	6.8	7.1
KLTR(FM)	Adult contemp.	3.8	6.2
KKBQ-AM-FM	CHR	7.5	6.1
KLOL(FM)	AOR	5.2	5.8
KODA(FM)	Easy listening	6.1	5.6
KTRH(AM)	News	5.7	5.0
KLDE(FM)	Oldies	2.5	3.5
KRBE-FM	CHR	6.0	3.5
KZFX(FM)	Classic rock	3.7	3.5
KQUE(FM)	MOR	3.4	3.2

lowed by country KILT-FM with a 7.3. A country station also took third as KIKK-FM posted a 7.1.

All results are based on the Arbitron fall 1989 radio local market report for Sept. 21-Dec. 13, 1989 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service. □

Armed Forces buy

The U.S. Armed Forces Radio and Television Service has acquired Virginia Beach, Va.-based CBN Radio Network's *Heartline Across America* for broadcast on the AFRTS FM stations. *Heartline Across America* is billed as a talk show featuring interviews, stories and contemporary music with a Christian perspective. The show will premiere in February.

Radio bridge

Culver City, Calif.-based radio program producer and distributor Westwood One has reached an agreement with Gosteleradio, the U.S.S.R. state radio and television broadcasting system, and StoryFirst, a Hollywood-based distributor of Western entertainment products to the USSR, to produce original, regularly scheduled commercial programming for radio broadcast in the Soviet Union.

Under the terms of the agreement, Westwood One will produce *America on Record* (debuting Feb. 2), *U.S.A. Top 40* (debuting Feb. 9), and *American Musical Classics* (debuting Feb. 16).

The programs will be written and produced on digital audio tape in Los Angeles by Westwood One and delivered to the Soviet Union for translation, assembly and broadcast. The programs will carry commercials from both European and U.S. companies, with ads geared to create product awareness in the USSR.

America on Record is a one-hour chronology of American music beginning with the 1920's. The program will air the first week of every month, and is written and produced by Gene Parrish.

American Musical Classics will examine American music since the days of the American Revolution. It will feature works from artists such as Gershwin, Bernstein and Copeland. The program will air the third Friday of each month, and is co-produced by Gail Eichenthal and Gene Parrish.

U.S.A. Top 20 is a 90-minute music countdown program, scheduled to air twice a month. It will be hosted by Stuard Detmer, a Chicago native residing in Moscow.

Programing

CBS meets the press in L.A.



Jeff Sagansky (l), in his first appearance before the press since being named CBS Entertainment president, with Peter Tortorici, who has been named senior vice president, program planning.

CBS may soon add another night of comedies to go along with its Monday night comedy lineup, according to Howard Stringer, president, CBS/Broadcast Group. Stringer spoke last week during the CBS portion of the Television Critics Association press tour in Los Angeles. "We'd love to launch another comedy night," he said, although he would not specify what night or when.

Jeff Sagansky, newly named president of CBS Entertainment, in his first appearance before the press since being named to the post last month, also made clear his intention to increase the network's comedy exposure. "We do need more comedies. The big question is where to open. On what night do you open a comedy front?" he said. Although Sagansky, like Stringer, would not say which nights CBS is looking at for comedies, he hinted that Tuesday and Wednesday nights are more inviting now than they used to be.

CBS currently carries one night of comedies: Monday, 8-11 p.m., and overall, the network schedules fewer than half the comedy half hours of either ABC or NBC.

"Looking at the schedule now, the only clear runaway time period winners at 8 p.m. are *The Cosby Show* and *Murder, She Wrote*. And the ABC comedies, particularly on Tuesday and Wednesday, are down significantly. Both those nights might be open to new comedy programming," said Sagansky.

Sagansky, however, will not be pressured into making snap programming or



Howard Stringer: Looking to comedy to improve CBS's prime time fortunes.

scheduling decisions, said Stringer, who said the new programming chief will have the time and latitude to make the decisions he feels need to be made. "Jeff has to proceed at his own pace. I do not want to stampede Jeff Sagansky into instant solutions. We've been through that. I want to give Jeff the freedom and the right to put shows on the air he cares about. He's made more decisions in less time than anybody I've ever run across in this town," said Stringer.

One conclusion Sagansky has quickly drawn, not surprisingly, is that CBS needs to attract a younger audience, a group chased by Kim LeMasters in his two-year stint in the job. "I think it's real important that CBS try to program for a younger

SOLD!

KXPT-FM, Oxnard-Ventura, California, has been sold by Radio Ventura, Inc., Burke Kaplan, James Olerich and Alex Sheftell, Principals to Express Broadcasting Company, Ed Krampf, President for \$2,000,000.

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demographic. The oldest baby boomer now is maybe 45 years old, and yet most of the CBS programs appeal to a group of people well over 45," he said.

Sagansky said that instead of trying to appeal to solely the younger audience, he wants to "have a balanced plate." He said the younger viewers have "stopped coming," but "when there is something on for them, somehow they miraculously show up."

Sagansky mentioned another priority for CBS: the improvement of the network's image in the Hollywood community. "One of the first things CBS has got to do is to reach out into the creative community and signal it is willing to take chances, and that we're not going to be overly interfering in the shows."

Sagansky said the reason CBS has fallen behind in attracting top producers is that it was not aggressive enough. "Everybody is after these same people. It's not that CBS has ever turned these people away, it's just that they haven't pursued them aggressively enough, and that's what it's about."

Another mistake CBS has made in the past that Sagansky says he does not want to see again is former CBS stars on either ABC or NBC in successful series. "It upsets me when I see people like Alan Alda and Carol Burnett and some of the old established CBS stars at other networks because all I can say is that when that happens, I don't think CBS is doing its job in keeping the top talent."

Sagansky also announced that Peter Tortorici, vice president, program planning and scheduling, has been named senior vice president, program planning. Tortorici, he said, will become more involved in the day-to-day responsibilities of the prime time schedule, leaving Sagansky to concentrate on program development. Sagansky, however, reiterated his intention to maintain a "very hands-on approach."

Both Stringer and Sagansky were asked whether *The Pat Sajak Show* has a long-term commitment, and although Sagansky said if current changes do not improve the show by February, "we're going to keep working at it," both seemed hesitant to give the show a clear vote of confidence. Stringer said some of the show's problems stem from the network's insistence on trying to "offer a carbon copy of the competition. Well, now it's no longer true...now we're breaking the rules and all the energy and all the activity on *The Sajak Show* demonstrates to both our audience and the affiliates we are not satisfied with staying put, if you'll excuse the expression."

Ironically, when CBS announced the format of the show last year, it said the program would follow a traditional format.

"We're trying to make the show, in effect, counterprogramming to everything else that's on the air.... Pat is very physically agile, and there's no reason that Pat should be stuck behind the same desk as some of the competition. It will be livelier and will offer something other than the competition," said Stringer.

-SC

Burke answers critics on recreations

CBS News chief says there is a place for them as long as viewers are not deceived

David Burke, president, CBS News, speaking before the Television Critics Association last week, found himself spending a great deal of his time defending the use of re-creations on *Saturday Night with Connie Chung*, the show itself, and Dan Rather, because of the recent drop in ratings for the *CBS Evening News*.

In spite of the fact that ABC and NBC have said they will no longer use re-creations, Burke said he still believes the use of reenactments is acceptable as long as the viewer is told that is what is being presented. He likened the practice to news events being retold by print journalists. "I know that's uncomfortable to hear, but we do it. We report the reality that we perceive as journalists and it clearly comes through prisms of ourselves, our standards, our values, our beliefs," he said.

"I have enjoyed over the years in national news magazines and some of the greater papers in the country, when certain events were indeed not re-created; they were re-constituted for the viewer to read—what happened on the bridge of a sinking ship, what happened in a battle situation, what happened in the cockpit of an airplane—and they are always preceded by telling you exactly who contributed to the story and what the sources were. That is indeed what we intended to do, and that's indeed what we did. And I don't find anything inherently wrong with it," he said.

Burke said the problems the program is having is not so much from the criticisms leveled against the re-creation practice—"I don't know if the public bought that"—but from the difficulty of the time period, Saturday, 10-11 p.m. "That's very heavy fare for Saturday night at 10 p.m. That's a tough time period. I know what I'm doing at Saturday night at 10 p.m., and most of the people in this room know their mental attitude at 10 p.m. on a Saturday night."

"Perhaps some of these reenactments were long and rather heavy, but I don't have any basic, visceral 'this is a wrong thing to do,' because clearly, up front, we told you exactly what we were doing," he said.

Burke said the network is committed to the show and said changes are being undertaken to "present the kinds of information that we wish to on a Saturday night in a manner that may be a bit more attractive for the viewer at 10 p.m. on a Saturday night." He also said the network remains committed to leaving the time period open for the news division-produced show.

Additionally, Burke praised Rather as the "leader of CBS News for an awful lot of years, and his popularity has been constant and strong, as well it should be." □

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Changing Hands

KMGC-FM Dallas □ Sold by Shamrock Broadcasting Co. to Cook Inlet Radio Partners for \$22 million ("In Brief," Jan. 15). **Seller** is headed by Roy E. Disney family and currently owns 15 radio stations and two TV stations. **Buyer** is headed by Dan Mason and owns 11 radio stations and two TV stations. KMGC-FM is on 102.9 mhz with 100 kw.

KKAT-FM Salt Lake City □ Sold by Brown Broadcasting to Apollo Radio Ltd. for \$12 million. **Seller** is headed by Willet H. Brown, Michael J. Brown and Phil Melrose, and owns KPOP(AM)-KGB-FM San Diego, KXOA-AM-FM Sacramento, KYNO-AM-FM Fresno and KKSF-FM San Francisco, all California. **Buyer** is headed by former Radio Advertising Bureau president, William Stakelin, and Terrence A. Elkes, and owns KJRB(AM)-KEZE-FM Spokane, Wash. KKAT-FM is on 101.9 mhz with 26 kw and antenna 3,740 feet above average terrain. *Broker: Americom.*

WEZL-FM Charleston, S.C. □ Sold by Price Broadcasting Inc. to Apollo Radio Ltd. for \$8 million. **Seller** is headed by Jim Price and has interests in four AM's and four FM's. **Buyer** is headed by Willet H. Brown, Michael J. Brown and Phil Melrose (see KKAT-FM Salt Lake City, above). WEZL-FM is on 103.5 mhz with 100 kw and antenna 700 feet above average terrain.

WLMX-AM-FM Rossville, Ga. (Chattanooga, Tenn.) □ Sold by Chattanooga Radio Ltd. to Baum Broadcast Group Inc. for \$7 million. **Seller** is headed by Paul Fink, Tom Buono, Michael Hesser and Richard Zitelman. Buono, Hesser and Zitelman are principals of Media Capital Inc., limited partner of Chattanooga Radio Inc. which also has interests in WWOM-AM-FM Madison, Wis.; WLSY AM-FM Louisville, Ky.; WJOY-FM Charleston, S.C.; WAKS(AM)-WNNF(AM) Raleigh, N.C., and KCCB(AM)-KSLY(FM) San Luis Obispo, Calif. **Buyer** is headed by Theodor Braum and Dick Rakovan and owns WOMP-AM-FM Wheeling, W.Va., and WMFX(FM) Columbia, S.C. WLMX-FM is on 105.5 mhz with 3 kw and antenna 270 feet above average terrain. *Broker: Blackburn & Co.*

KFEL(AM) Pueblo, Colo.; WFEL(AM) Towson, Md., KKIM-AM Albuquerque, N.M., and WTSJ(AM) Cincinnati and WCCD(AM) Parma, both Ohio □ Sold by American Sunrise Communications to Guardian Communications Inc. for \$5,612,499.80. **Seller** is parent company of licensee holders and is headed by John M. Boyd. It has interest in KTSJ(AM) Pomona, Calif., and KCCM(AM) Minneapolis. **Buyer** is headed by Mark MacNeil and Richard David. McNeil is 10% shareholder of seller, but will surrender stock at closing. David is employee of KTSJ(AM), and will resign at closing. KFEL is on 970 khz with 1 kw day and 185 watts night. WFEL is on 1570 khz with 5 kw day and 236 watts night. KKIM is daytimer on 1000 khz with 10 kw. WTSJ is on 1050 khz with 1 kw day and 278 watts night. WCCD is daytimer on 1000 khz with 500 watts.

KFXZ(FM) Maurice, La. □ Sold by Fox Co. Acquisition Corp. to Citywide Broadcasting of La-Fayette Inc. for \$1.3 million. **Seller** is headed by Cyril Vetter who has interests in WTGE-FM-WLA(TV) Baton Rouge. **Buyer** is headed by Pe-

ter Moncrieffe and Willie E. Tucker. They each own 50% of Citywide Broadcasting Corp., licensee of KXLI-FM New Roads, La. KFXZ is on 106.3 mhz with 3 kw and antenna 500 feet above average terrain.

KBOM(FM) Los Alamos, N.M. □ Sold by BBOM Ltd. to TELCo. Entertainment Inc. for \$1 million. **Seller** is headed by Kathleen McKree and Lance Armer and has no other broadcast interests. **Buyer** is headed by Rudy F. Tellez and Anthony L. Maisel. Maisel holds 55% of stock of Sun Media Corp., parent of Spanis Community Radio Inc., licensee of KALY(AM) Los Ranchos de Albuquerque, N.M. KBOM is on 107.1 mhz with 3 kw and antenna 142 feet above average terrain.

KAIO-FM Russellville, Ark. □ Sold by KAIO-FM Inc. to Johnson Communications Inc. for \$485,400. **Seller** is headed by Judy K. Purtle, who is 49% shareholder in KZAO(AM) Dardanelle, Ark. **Buyer** is headed by Dewey E. Johnson, Betty Johnson, Mitchell Johnson and A. Lori Brandon. KAIO-FM is on 100.9 mhz with 3 kw and antenna 160 feet above average terrain.

KZAM(AM) Springfield and KZAM-FM Creswell (Eugene), both Oregon □ Sold by Keffco Inc. to JED Broadcasting Co. of Oregon for \$295,000. **Seller** is headed by James Kefford, who also owns KWTR(AM)-KXBX(FM) Lake Port, KOZT-FM Fort Bragg, and KRRS(AM)-KXFX(FM) Santa

Rosa, all California. **Buyer** is headed by Eric Alterman, David Miller and Jordan Seaman. Alterman and Miller are attorneys from Virginia and California, respectively. Jordan has been involved in a variety of broadcast-related businesses. They have no other broadcast interests. KZAM is fulltimer on 1320 khz with 1 kw day and 250 watts night. KZAM-FM is on 95.3 mhz with 1.6 kw and an antenna 390 feet above average terrain, and has a Springfield, Ore., translator on 102.3 mhz. *Brokers: William A. Exline Inc. (seller) and The Millar Co. (buyer).*

CABLE

System serving parts of St. Charles and St. Louis counties, Missouri □ Sold by Skywalker Communications Inc. to Cable America Corp. No price was disclosed. **Seller** is headed by Roger Criebaum, who has one other system in St. Louis area. **Buyer** is MSO headed by William G. Jackson, which has 27 systems in four states serving approximately 43,000 subscribers. System passes 350 homes. *Broker: Hardesty, Puckett & Co.*

For other proposed and approved sales see "For the Record," page 62.

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The good, the bad and the uncertain in Fifth Estate stocks

Securities analysts offer their predictions about the performance of various industry groups for 1990

What will happen to Fifth Estate stocks in 1990? If securities analysts recently contacted by BROADCASTING are as successful prognosticating as many of those who commented in these pages a year ago (BROADCASTING, Dec. 26, 1988), then the answers will be found in the following industry capsules. Last year's recommendation of stocks such as Capital Cities/ABC, Disney and Warner were on target, as was skepticism about the marketplace performance of the group owner/publishing stocks and concern about regulatory possibilities in cable.

This year, analysts contacted by BROADCASTING suggested the outlook is good for cable programming stocks, while broadcast network stocks, especially Capital Cities/ABC, may pleasantly surprise their owners. Radio, say the analysts, has a good candidate or two, while cable MSO equities will ride the roller coaster of interest rates and reregulation fears. Meanwhile, most analysts think that, as a group, station group/publishing stocks are once again destined for modest performance.

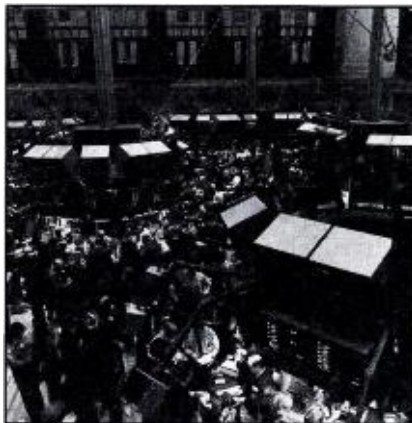
Since most media stocks did not share in the 1989 growth of the Standard & Poor's 500, up roughly 30%, perhaps they will similarly avoid the market's current uncertain outlook. Among the related uncertainties are interest rates, inflation and economic growth.

NETWORK TELEVISION

While potential regulatory developments are at least partially behind recent selling in some cable MSO stocks (BROADCASTING, Jan. 1), regulation may work the other way for stocks of the broadcast networks. This would be good news to shareholders of both Capital Cities/ABC, whose stock had a successful 1989, jumping

56% in price, and CBS, whose stock underperformed the market, increasing 10%.

Peter Falco, analyst for Merrill Lynch, said: "To me it is almost a foregone conclusion that irrespective of what agreement is reached [on financial interest and syndication], the networks will be much more deeply involved in programming and perhaps vice versa. We could end up with a major transaction." Even without a merg-



New York stock exchange trading floor

er between a network and a Hollywood studio or other entity, regulatory changes should result in an improved "investor perception" of the networks, said C.J. Lawrence analyst, Peter Appert. "In the past," said Appert, "the deregulation of other media industries, such as cable, or station owners [raising the station ownership limit from seven to 12] has resulted in a significant enhancement of the value of those stocks." Appert added that such potential changes were not yet fully discounted in either CBS or ABC.

Appert is bullish on CBS's earnings prospects for 1990, estimating \$13.25 per share, and he is recommending the stock. But most of the 21 securities analysts, which Zacks Investment Research Co. said follow CBS, are neutral on

the stock; five have a buy recommendation and four have a strong buy.

By comparison, Capital Cities/ABC has a buy or strong buy recommendation from more than two-thirds of the analysts following it, said Zacks. Jay Nelson, who tracks the company for Brown Brothers Harriman, said that he expects Capital Cities's earnings to increase from an estimated \$27.25 in 1989 to \$32 next year. That gain, he said, should come from a strong increase in most divisions of the company, including radio, the television network and the owned TV stations.

STATION GROUPS

The outlook for publicly held companies with TV station groups is modest, as it was last year, due to the fortunes of the newspaper industry to which those stocks are in general tied. However, even the outlook for those companies' station divisions, say securities analysts, is modest due to slow revenue growth, which offsets the benefit of reduced growth in programming costs.

For the newspaper side of those companies the story is much the same, said C. J. Lawrence's Peter Appert, "as a group I would say publishers are market performers...the cost side looks great but unfortunately on the revenue side retail advertising will be weak and classified advertising will continue to slow."

According to Zacks Investment Research Co., Gannett is recommended as a "buy" or "strong buy" by all but two of 15 analysts following the stock. Appert said that among the reasons for predicting a 13-14% earnings growth are Gannett's cancellation of *USA Today on TV*; lower newsprint prices; the ending of the company's newspaper battle in Detroit (where a joint operating agreement was recently established), and the possibility of profit for Gannett's *USA Today* newspaper.

Even though Tribune Co.'s earnings will be hurt by its large newsprint production, Lisa Donneson, an analyst for County NatWest said that she is recommending the stock because of "very good margin improvement" in the company's broadcasting and entertainment division. Programming cost increases, Donneson said, for the company's independent TV stations have declined from 14% in 1988, to 10% in 1989 and an estimated 6% this year. The company's earnings, meanwhile, she said, would increase from \$3 per share last year to \$3.25 this year.

As a group Appert said the TV-newspaper stocks are "pretty much as cheap as they have ever been" with a price-earnings ratio about 10% higher than the overall market, as represented by the S&P 500: "The range has generally been 10-50%. It has only touched 10% briefly in 1974 and 86. Gannett is actually trading at a slight discount to the market."

RADIO

Local advertising, which analysts last year pointed to as a plus for station groups, "flat-

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tened out," according to analysts interviewed by BROADCASTING.

Radio, according to Drew Marcus, vice president, media analyst at Kidder, Peabody & Co., had a "disappointing" year in 1989. Marcus said that Osborn Communications, which owns five AM's and seven FM's, was the only stock to outperform the market. He attributed the performance to their implementing pay-per-view TV in hospitals. Westwood One, Clear Channel Communications, Olympia Broadcasting and Jacor all underperformed, he said.

Marcus also said that Jacor's turnaround properties in Denver and Tampa did not turn as quickly as expected. The book is still out on Westwood One's "pirate radio" station KQLZ(FM) Los Angeles, he said.

Despite this, for the upcoming year Jacor is the company of choice for Marcus, who added that Jacor's underlying asset value is twice what the stock is trading at. Jacor's stock closed last Wednesday at 5%. Asset values aside, he said that Jacor's recent purchases in Denver and Tampa should prove to be good turnarounds. The Tampa purchase may be given an even bigger boost with the announcement that Edens Communications Inc. is looking to sell WRBQ-AM-FM Tampa ("In Brief," Jan. 8).

1990 will also continue to be a rebuilding year at the station level for Westwood One, according to Dennis McAlpine, analyst for Oppenheimer & Co. He called the implementation of the "pirate radio" format on KQLZ(FM) Los Angeles a success despite a ratings decline of 1.7 to 3.8 in the latest Arbitron book (see page 51). The drop, he said, was due, in part, to the quieting of the initial hype regarding "pirate radio," and added that the station needs to build on its core of listeners and translate that audience into revenue.

McAlpine sees radio revenues benefiting from being able to sell advertising at a discount to television. With lower cost per spots, McAlpine feels that radio tends to do better than TV in a slow economy, which may be the case in the year to come. On the cost side, the stability of programming formats should keep Westwood One's costs manageable.

ENTERTAINMENT

Managing partner David Londoner of Wertheim & Schroeder does not expect the entertainment industry to have the same kind of year it did in 1989. "High quality" growth stocks will continue to go up, but "the deals that are going to be made from now on are not going to be at big premiums but may just be share exchange deals where nobody makes any real money," he said.

Paramount, according to Londoner, is on a plateau and will have a tough time moving up: "You can't look at results from last year because it is full of non-recurring items, but if you look at the operating earnings, they are not really moving forward."

As for MCA, Londoner said that its stock price typically fluctuates due to recurring rumors of a sale, rather than growth in its operations, which he says is improving. He said the stock typically trades in a 10- to 12-point range.

One stock that has yet to respond to favorable recommendations from many analysts is Time Warner, which last Wednesday was trading at \$113, down from \$140 at the time the merger was effectively consummated. Some

analysts have noted the stock has been hurt because of fears that the company's substantial cable system division will be affected by any reregulation.

Dennis McAlpine, analyst for Oppenheimer & Co., sees more of the entrepreneurial spirit coming into play at Time Warner and expects some consolidation of expenses. Londoner feels that the first priority for Time Warner is reducing debt, not making aggressive forward moves.

Despite an increase of \$18 per share from \$23.75 per share in December 1988 to \$41.75 per share in 1990 for King World, McAlpine feels that the stock may be vulnerable. King World, he said, has been viewed as a takeover or sellout candidate, which may account for the jump, and if those rumors prove to be false, the stock could decline.

The success of King World's *Inside Edition*, which is up for renewal, will also play a major part in how its stock does this year. King World is also marketing two new shows for 1990, *Only Yesterday* and *Monopoly*. According to McAlpine, *Only Yesterday* has a modest chance of being picked up; he is less optimistic about *Monopoly*.

CABLE OPERATORS

Although regulatory and interest rate concerns continue to weigh heavily on cable stock prices, most Wall Street analysts continue to recommend the larger MSOs they follow. In general, analysts expect congressional and FCC hearings and other regulatory preliminaries to spook

the market over the coming year, but ultimately, they do not expect any actual reregulation to greatly diminish expected asset values.

Because of concerns about reregulatory news, however, Lisa Donneson of County NatWest said she has rated stocks such as Tele-Communications Inc. and Comcast as "accumulate" (buy on pricing weakness), rather than a straight "buy." Ray Katz of Mabon Nugent & Co. also said he expects news during the next 12 months to occasionally "scare" the market, but that by the end of next year the stocks should perform well "based on a better understanding of what reregulation can or cannot mean."

In a recent report, Barry Kaplan of Goldman Sachs & Co. said that most investors are unaware that even in areas deemed not to have "effective competition," the current law allows for 5% annual increases in the basic rate. Such revenue growth, said Kaplan, would support MSO-stock asset valuations of \$2,100 to \$2,500 per sub, and he noted that most stocks are currently trading at "little more than half those values." Kaplan said that stocks can move as high as 70% to 75% of asset value, implying for TCI a possible price of \$25 or \$26 per share, and that Comcast could similarly move to \$24 or \$25 per share.

Kaplan added that MSO stock performance would be helped if "we get some good prices" for cable systems in the private market.

CABLE PROGRAMERS

Cable programming in general, and Turner Broadcasting System in particular, are the ar-

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eas to watch in 1990, according to Mary Kukowski, Bear Stearns & Co. vice president, media, and entertainment analyst. She calls Turner one of the "great growth stories of the 90's." Turner finished 1989 trading at \$50, up 242% from the beginning of last year, making it the fifth best performing stock on the American Exchange.

TNT, according to Kukowski, will be in the years to come a "real rival" to the broadcast networks for advertising. She estimated that cable advertising in general is going up 15% to 20% a year for the foreseeable future. With its purchase of the MGM library and its own production house, Turner will not see much effect from the return of syndication exclusivity rules, she said.

Viacom should prove to be "outstanding equity" for the 90's, according to Andrew M. Wallach. The Kidder Peabody & Co. managing director cited the company's strong management, outstanding set of franchises and successful debt refinancing that allows for improved operating leverage.

He is also optimistic about MTV's HA!, a 24-hour basic cable service set to premiere April 1. The industry consensus on HA!, said Wallach, is that it is as good as, if not better than, HBO's The Comedy Network.

At \$52.63 per share, Viacom, says Wallach, trades significantly below his \$80 estimated asset value for the company.

According to Richard Lilly, chartered financial analyst for St. Petersburg, Fla.-based JW Charles Securities Inc., 1989 was a transitional year for the Home Shopping Network, which he said did not do so well with its merchandising in general and electronic equipment in particular. Having now phased out a mail order pharmacy operation and a pharmaceutical-dispensing business, Lilly thinks the Clearwater, Fla.-based Home Shopping Network is headed toward the best years in the company's history.

The current fiscal year, which ends Aug. 31, 1989, has gotten off to an "uncommonly good start," said Lilly, who cited sales of \$255.2 million for the three months ending Nov. 30, 1989, earning Home Shopping Network \$15.2 million or \$0.16 per share. Lilly looks at cash flow from operations as a better measure of performance than earnings, and sees full-year gains to \$88.1 million, up from \$50,624,000 last year. Lilly estimates Home Shopping Network's penetration of television homes at 66.4%.

—GF, JF

GM scales back second-quarter prime time buys

What's good for General Motors is bad for three major networks; other TV industry segments ponder their fates

General Motors, the number one advertiser in the number one television advertising category, last week withdrew a portion of the prime time buys it made in last spring's upfront television marketplace. The move, said to represent roughly 50 million dollars, was part of the car company's paring of \$1 billion off its 1990 budget. Heads of network sales for both CBS, Jerry Dominus, and ABC, Jake Eeber, said cuts had been anticipated, but that GM's were larger than anticipated.

The auto manufacturer's action raised speculation, part real and part posturing, that it presaged an industry-wide cutback. But one network source said that eight auto manufacturers had picked up all their second-quarter options, with only a few cutting back partially. Canceling second-quarter options entirely was only one manufacturer, Mitsubishi, whose advertising budget amounts to less than 3% of the industry total, according to the Television Bureau of Advertising (TVB). Said the head buyer for an agency representing one of the "big three" auto manufacturers: "There is a lot of posturing and press gambits. In that war of words, the buyers are winning, but as for real indicators, I haven't seen any."

Even if the cutbacks appeared to be company specific, they received widespread attention because television has grown increasingly dependent on auto dollars. In the first nine months of 1989, said TVB, auto and truck advertising accounted for roughly 15% of network revenue and 17% of station revenue. Some stations are said to rely on such advertising for a third of their total revenue. Responding to station concerns, TVB, said its president, Jim Joyella, was last week preparing a satellite broadcast special edition entitled *Auto Boom...or Bust?*

Generalizing about station revenue growth is difficult, but some are expecting

spot and local auto advertising to suffer soon. Despite some rare optimistic news on auto sales last week—up 27% from unusually low levels a year ago—the "big three" auto manufacturers are expected to cut production levels in the current quarter, said Joe Phillippi, auto analyst for Shearson Lehman Hutton. This is particularly important, he added, because there is a direct correlation between autos produced and co-op advertising dollars from manufacturers—autos are manufactured only when there is a firm order from a dealer, and co-op dollars are based on the number of cars shipped to dealers.

Other industry segments, including syndication, radio and cable, could be hurt as well. And though the networks' sports divisions may be protected in the near term—upfront buys there are often noncancellable—that daypart, heavily dependent on auto advertising, may also find itself in trouble, said Alan Gottesman, a first vice president at PaineWebber, last week, speaking at a conference in New York sponsored by the Sillerman Companies. TVB said that General Motors' sports investments totaled 48% of its total network commitment in 1988—a year that also included the Olympics.

The effect of declining auto and truck sales—down from 16.4 million in 1986 to 14.7 million last year and estimated at 14.2 million this year—has not been necessarily bad for television. Since 1985, said Phillippi, the manufacturers have instituted almost continuous incentive plans, which they promoted using television: "GM set the tone for 1990 by announcing incentives before the new models even went out on sale."

Whether the manufacturers respond to the current weak marketplace with still more incentives may depend on a number of factors, ranging from the near-term need to manage company earnings to their perception of the long-term problem.—GF

CBS's \$2 billion sports rights: 'modest profit' in store

Wall Street firm analyzes network's deals for sports; report predicts "modest" stand-alone profit on investment; Super Bowl to be most profitable acquisition

In what may be the first detailed published analysis of CBS's \$2.6 billion in sports rights acquisitions, Lisa Donneson, a securities analyst at County NatWest, concludes the network will make "only a modest profit." A larger payoff, she concludes,

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will only happen if the new programming leadership at the network can build a prime time schedule that would benefit from additional promotion during the World Series, Olympics and NCAA Basketball championships.

What may be CBS's most profitable sports rights acquisition is the one that takes place this week, said Donneson in her report, called "Television Sports: Profit Center or Loss Leader?" She expects the network to make a \$20 million profit on the Super Bowl, on revenue of \$40 million. In addition, she expects the owned TV stations to bring in an additional \$5 million to \$6 million in profit.

Using assumptions of a 3% growth in advertising unit prices, and double that in cost growth, Donneson also offers estimates for the network's baseball contract, NCAA basketball telecasts and winter Olympics telecasts in 1992 and 1994.

On the latter two events, she assumed constant ratings and hours of coverage and calculated the CBS network would earn roughly \$60 million on its \$543 million in rights payments. That calculation includes the \$50 million in cable rights fees CBS will obtain from Turner Broadcasting Systems (plus additional ad revenue); \$635 million in network ad revenue, and \$81 million in "on-air and production" costs during the games. Her assumptions have CBS making a much larger profit on the 1992 games, for which it paid over \$50 million less in rights fees.

For CBS's \$1.06 billion baseball contract, Donneson's profit estimate is dependent on the number of games played in the series. She calculates that CBS will lose \$63 million if the playoffs and World Series go only four games each, \$16 million if five games. At six games for each series, the County NatWest analyst calculates CBS would earn a profit of \$31 million, and if all seven possible games were used up by each series, CBS would earn \$78 million. Between 1969 and 1989, the World Series ran for an average of almost six games each—nine of the 21 series lasted seven games; four for six games, six for five games and two were four-game sweeps.

For its \$1 billion investment in NCAA basketball playoff rights, the network would lose \$10 million to \$20 million between 1991 and 1993, lose a "modest amount" in 1994 and 1995 and make a "modest profit" during 1996 and 1997, said Donneson. She based her advertising revenue projection on assumed current revenue of \$105,000 per spot in the tournament and \$180,000 per spot in the final game. Production costs were calculated at about \$400,000 per game.

Despite what she said was a likelihood of only modest profits from the major sporting events, Donneson changed her recommendation on the stock to "buy" from "accumulate" (buy on weakness). Reasons for the recommendation included growth in operating income, the view that CBS shares should trade at a higher price-earnings premium than they currently have been trading over the Standard & Poors 500, and a possibility that the company might someday be sold.

—GF

Law & Regulation

Supreme Court rejects two cable cases

First might have addressed whether cable is entitled to same First Amendment rights as print media; second would have challenged ban on cable TV-telco crossownership

The case that would compel the Supreme Court to confront head on the question of whether cable television is entitled to the same First Amendment rights as are enjoyed by the print media has yet to surface. The high court last week refused, without comment, to review a case in which three Tele-Communications Inc. cable subsidiaries that serve three areas of Chicago were fined a total of \$60,750 for failing to provide the four-and-a-half hours of local programming weekly required by their franchises. TCI had argued that the city was trying to regulate the content of the subsidiaries' cable programming in violation of their free speech rights.

The Chicago Cable Commission in 1987 had ruled that the TCI subsidiaries had violated their franchise agreements regarding local programming. The subsidiaries had offered programming obtained from TCI com-

panies in the surrounding area to meet their franchise obligation. But that did not satisfy the city. And the U.S. District Court in Chicago, in affirming the city's fine, said TCI did not demonstrate that the four and a half hours of local programming was "geared to Chicago, as required by the franchise agreements."

But the subsidiaries, on appeal, argued that their free speech rights had been violated. Not so, in the view of the U.S. Court of Appeals for the Seventh Circuit. It noted, first, that it was following a decision it issued in 1982 that distinguished cable television from newspapers. The court ruled then there were enough differences between the two forms of media "to allow more government regulation" of cable television. And in rejecting the TCI subsidiaries' arguments, it described cable programming, "like other forms of electronic media," as "an economically scarce medium," one that, "unlike the traditional forms of print media...enjoys a virtual monopoly over its area."

The appeals court also said that "substantial government interests" were at stake and fostered by the local origination pro-

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graming requirements. It said that the requirements "assure community participation in the production and programming of cable television." And it cited the promotion of "localism" as one of the benefits flowing from those requirements. It said that the means chosen by the city commission to achieve its goals were no greater than necessary. Furthermore, the court said, in requiring four and a half hours of local programming, the city "is not seeking a dominant interest...nor even a substantial interest [in the cable programming] but simply a few hours a week."

Unless and until the Supreme Court finds a case involving the regulation of cable content that it considers more worthy of review, *Chicago Cable Communications v. Chicago Cable Commission* will provide

franchising authorities grounds for belief they have the authority to impose certain programming requirements as part of the price of a franchise.

□

The Supreme Court last week also rejected an effort on the part of a small Indiana telephone company to challenge the ban on cable television-telephone company cross-ownership, as contained in the Cable Communications Policy Act of 1984 and in FCC rules as unconstitutional. The U.S. Court of Appeals in Washington held that the argument that the ban violates the First Amendment had been made too late in the proceeding.

At issue was an FCC decision in 1985 that Northwestern Indiana Telephone Co.

violated the ban by virtue of direct and indirect relations with Northwest Indiana CATV Inc. The telephone company is owned by Robert Mussmanasnf, the cable system by his son, Rhys. But the court sent the case back to the commission for clarification. On appeal, NITCO and Northwest raised the constitutional issue. And at that point, the U.S. Telephone Association and the Bell Atlantic Corp. entered the case, supporting the constitutional argument.

But the court said the challenges should have come at an earlier stage. "It is elementary that where an argument could have been raised on an initial appeal, it is inappropriate to consider the argument on a second appeal following remand," the court said. The court also accepted the commission's clarification. —LZ

NCTA says FCC overstepped bounds in Cerritos case

In brief filed with appeals court, cable association argues that commission is trying to implement its policy preferences through waivers

The National Cable Television Association advanced its arguments last week for why the U.S. Court of Appeals in Washington should overturn the FCC decision last summer permitting a GTE unit to build two cable systems—one coaxial, one fiber optic—in Cerritos, Calif.

In a 47-page brief, the cable association

argued that the FCC overstepped its authority in granting GTE "good cause" waivers of the statutory ban against telephone companies owning cable systems where they also provide telephone service.

"Unable to amend a congressional enactment by itself, the agency has embarked on a campaign to implement its policy preference through a misapplication of its waiver power," the brief says. "Although cloaked in the disguises of 'temporary waiver' and 'unique experiments,' this decision, if permitted to stand, will usurp a fundamental

policy decision of Congress as the commission circumvents the statute one 'waiver' application at a time."

In April 1989, the FCC voted unanimously to grant GTE two waivers: one to build a coaxial system with plans to lease half of its capacity to an "affiliated" franchised cable operator and use the other half for an elaborate pay-per-view video marketing trial; the other, to build a broadband fiber optic network for the delivery of voice, data and video services (BROADCASTING, May 1, 1989).

The FCC justified the waivers under the "good cause" exemption to the cross-ownership ban, a long-standing FCC rule that was codified in the Cable Communications Policy Act of 1984. The agency said the PPV trial, the integrated fiber experiment and the opportunity to compare the benefits of offering service via coaxial and fiber cable constituted "good cause."

According to the NCTA brief, the FCC "trampled upon the crossownership prohibition in a rush toward nonexistent technological innovation and 'uniqueness.'"

But as the FCC itself acknowledged in its order, the brief says, GTE's proposed services are similar to those being offered by others. "Compounding this error, no showing was made—or even required—that the same 'unique' experiments could not be done by unaffiliated programmers using [GTE's] facilities on a common carrier basis," it says. "Thus, the commission failed to fully analyze and justify the consequences of its decisions."

The FCC also misapplied the "good cause" standard by relying solely on technological innovation. "Congress has expressly instructed that the policy underlying the ban must be considered in all cases by the commission—a direction the commission failed to follow."

Prior to granting the waivers, the FCC had in a related proceeding tentatively recommended elimination of the crossownership ban, the brief notes. In light of the proceeding, it says, "the commission's decision must be recognized for what it is—an attempt to do by indirection what the com-

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mission cannot do directly, substitute its policy preferences for those Congress has enacted into law.”
(The commission never affirmed the

recommendation to do away with the ban because Commissioner James Quello, who had joined with then-Chairman Dennis Patrick in forging a two-vote majority,

later had a change of heart. The third commissioner, Patricia Diaz Dennis, had voted against the tentative recommendation.)
—HAJ

Virginia Supreme Court condemns cameras in courtroom

If the Virginia Supreme Court had its way, a two-year-old experimental program allowing broadcast and still-camera coverage of courtroom proceedings in that state would be terminated and the courtrooms' doors closed to microphones and cameras. In a report to the governor and the General Assembly, the court was sharply critical of television. It said the experimental program had resulted “in sensational, biased, and distorted coverage,” and the editing, “in an unfair and inaccurate picture of what actually took place in the courtroom.”
The supreme court noted that participat-

ing media groups had filed reports of their own which showed witnesses, jurors, and court personnel commenting favorably on the experiment, with a few of those interviewed complaining that the presence of cameras or photographers “was distracting or intimidating.” Attorneys tended to be generally supportive while the presiding judges were said to be divided in their views.

But the harshly critical comments were contained in responses to a survey sent to 127 circuit court judges, including those directly involved in the experiment. Re-

sponses were received from 93 of the judges. And of those, the supreme court said, 74 were generally negative in responding to whether cameras had had a positive or negative impact on the judicial system. Ten were positive, and nine had not reached a conclusion.

The report, requested by the general assembly, came at the end of the second year of what is slated to be a three-year experiment. It is being conducted in the supreme court, the court of appeals, three circuit courts and two general district courts.
—LZ

Technology

Congressmen talk HDTV at consumer show

CES in Las Vegas still is split on providing capital gains tax cut permanent R&D tax are popular altern

Panel speakers at CES sponsored by the Electronics Industries Association (EIA) again spent a lot of time on HDTV. As not only government and legal staff vice president these HDTV panels affairs, the speakers at the CES, has changed. At first congressional we had what time, I don't think panel on HDTV issues and competition the question we were talking about was how we could get the market place, HDTV is split between the Congress

two top of Congress attended the Nine out of HDTV as it relates to show issues and also how those larger relate to the consumer electronics in the U.S. as a whole. Tax issues in antitrust law, a capital gains tax cut, more money for U.S. education, ideas that have been proposed, American research and development HDTV were also discussed as electronics industry as a whole. We held earlier this month at Las Vegas Hilton hotel, Vegas Convention Center product exhibition was 489 booths covering total CES attendance highlights on the display covering largest consumer to EIA.

Most speakers said HDTV is going to be an important technology in the 1990's. “For the 90's, despite all the lions in the backyard, if I could make one prediction in our field, it would be that advanced television is a sure thing,” said Joel Chaseman, vice president of Post-Newsweek Stations and chairman of both the Association of Maximum Service Telecasters and the Advanced Television Test Center. Chaseman, who gave the CES “video overview” speech, predicted that in the near term, “we will squeeze every possible bit of vitality out of NTSC” and that in the meantime, U.S. government and industry will agree upon a spectrum-efficient U.S. HDTV transmission standard and it will gradually be integrated into common consumer usage during the decade, without rendering NTSC sets obsolete.

Rating HDTV's importance to broadcasters, John Abel, executive vice president, National Association of Broadcasters, said two years ago it was a very hot topic. It has since cooled, but within the next two years, as the testing of the proposed transmission systems takes place, it will again be a major issue, he said. Shapiro of EIA and Brenda Fox, vice president, National Cable Television Association, both said HDTV is a high priority for their industries as well. “We have found that our audience is very interested in [technical] improvements and I think they will go for these improvements and they will like it,” Fox said.

But the feeling of the importance of HDTV was not shared by all. Philip Webre of the Congressional Budget Office also spoke to the CES and said HDTV, when compared to the future of other portions of the global electronics marketplace, will be a minor product. Webre expanded on the

points made by CBO in a report on HDTV's future significance released last summer (BROADCASTING, Aug. 7, 1989). All of the predictions of HDTV's importance as a product in the future have been based on the assumption that it will be a commercial success. At this point, that is too much to assume, he said. But even if the most optimistic projections of HDTV sales by the technology's proponents turn out to be correct, it will still be a comparatively small market. According to one forecast CBO examined, HDTV was expected to grow to a \$28.5 billion industry in 20 years. “This same forecast had PC's growing from about \$50 billion to about \$315 billion. In their own forecast, they said the PC market is going to be 10 times as large as the HDTV industry,” Webre said.

Not many of Webre's congressional bosses who spoke at the CES agreed with his assessments. “HDTV is viewed as symbolic of national and global power in the 90's and 21st century,” said Representative Don Ritter (R-Pa.). “In my area, the Silicon Valley, on a scale of 10, it's 10,” said Representative Norman Mineta (D-Calif.).

The arguments on both sides come in the context of a battle many members of Congress are now waging with the Bush administration over the issue of funding for high-definition research and development. Both Ritter and Representative Sherwood Boehlert (R-N.Y.) criticized Richard Darman, director of the Office of Management and Budget, for being the influence in the administration that turned it away from early support for funding. “We were surprised when the indication came that there would not be an administration initiative in HDTV,” Boehlert said. “There is on both sides of the aisle rather widespread belief

Changes

CD(AM) 1200 kHz—Dec. 4, of CP (BP830502AM) to change wood, CA; change TL: to Mar wood, CA; increase night power in ant. system; 40 24 03N. WATZ(AM) 1450 kHz—Dec. to change TL: 0.5 km N. of Str, Alpena City limits, Alpena, ant. system; 45 03 58N 83 2'. WJLA(AM) 1050 kHz— for CP to increase day power in ant. system and change TL: N. 6 km SW of intersection with SSE of Ann Arbor, MI; 42 08. MN WELY(AM) 1450 kHz—Dec CP to make changes in ant. system. MN KKOJ(AM) 1190 kHz— for CP to make changes in ant. system. KTFJ(AM) 1250 kHz— for CP to make changes in ant. system.

Representative N.M.) said that in the House search se-

Ritter argued in favor of special funding for HDTV because the advanced electronics that will be developed for high-definition displays are likely to be applied to advances in other products. He called for further expansion of the Defense Advanced Research Projects Agency's current \$30-million program to fund the invention of new displays and the electronic processes associated with screens. CBO's Webre said there will be linkages between the new technologies, but that they are not many and hard to quantify. "What is the motivation?" he asked.

boost U.S. competitiveness in all electronics industries. Amor... congressmen assembled at CES... almost unanimously agreed... it reduction... establish... credit... to en... capi...

est. Filed Dec. 6, 1989.
 ■ **Chauncey, GA** (BPH891204MK)—Heart of Georgia Broadcasting seeks 101.3 mhz., 5 kw. 492 ft. Address: 600 Anson Ave., Eastman, GA 31023. Principal is headed by Carol B. Dowdy and Patricia Anne Lester and has no other broadcast interests. Filed Dec. 4, 1989.
 ■ **Painitsville, KY** (BPH891215ML)—Gary Sellers seeks 94.7 mhz.; 11.3 kw.; 492 ft. Address: 709 Happy Hollow, Painitsville, KY 41240. Principal has no other broadcast interests. Filed Dec. 15, 1989.
 ■ **Ely, MN** (BPH891204MJ)—BIL Broadcasting Corp. seeks 92.1 mhz.; 6 kw.; 328 ft. Address: P.O. Box 630 (Central and Allaire St.), Ely, MN 55731. Principal is headed by Jeanne A. Larson and Bradley S. Jones. BIL Broadcasting Corp. is licensee of WELY(AM) Ely, MN. Filed Dec. 4, 1989.
 ■ **Ashtabula, OH** (BPH891207ME)—Lakeland Communications seeks 98.3 mhz.; 3 kw.; 328 ft. Address: 120 Earlwood Rd., Pittsburgh, PA 15235. Principal is headed by Sandra C. Bacasa, Arthur W. Cervi and John J. Ruggala and has no other broadcast interests. Filed Dec. 7, 1989.
 ■ **Ashtabula, OH** (BPH891207ME)—Andrea L. Seeks seeks 98.3 mhz.; 2 kw.; 403 ft. Address: 1321 Shandara Dr., Canton, OH 44705. Principal has no other broadcast interests. Filed Dec. 7, 1989.
 ■ **Ashtabula, OH** (BPH891207MG)—James T. Seeks seeks 98.3 mhz.; 3 kw.; 328 ft. Address: 4412 NW, Washington DC 20011. Principal is headed by James T. Embrescia is president of QCON(FM) Canton, OH and WRQK(FM) Canton, OH. Filed Dec. 7, 1989.
 ■ **Sisters, OR** (BPH891207MH)—Sisters Broadcasting Co. seeks 104.1 mhz.; 1.3 kw.; 708 ft. Address: 104.1 mhz.; 1.3 kw.; 708 ft. Sisters, OR 97138. Principal is headed by James T. Embrescia is president of QCON(FM) Canton, OH and WRQK(FM) Canton, OH. Filed Dec. 7, 1989.

Actions

- Winston-Salem, NC (BP860331AO) Michael Ginter for 880 kHz. Address: Fort Mill, SC 29715. Principal owner, NC. Filed Jan 4, 1989.
- Bridge City, TX (BP861229AE) Satellite Radio Network for 100 kHz. Executive Park, Suite 403. The station is headed by Michael Ginter. WQCC(AM) Charlotte, NC TN.
- Hudson, TX (BP860608) Hudson Inc. for 100 kHz. Principal owner, Jeannie Shannon and Jan. 2.
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Ownership Changes

Applications

■ **KAIO-FM** Russellville, AR (BALH8912)2GH; 100.9 mhz; 3 kw; ant. 160.72 ft.—Seeks assignment of license from KAIO-FM Inc. to Johnson Communications Inc. for \$85,400. Seller is headed by Judy K. Purtle who is 49% shareholder of KZAQ(AM) Dardanel, AR. Buyer is headed by Dewey E. Johnson, Betty Johnson, Mitchell Johnson d A. Lori Brandon and has no other broadcast interests.
 2nd Dec. 12, 1989.

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mission cannot do directly, substitute its policy preferences for those Congress has enacted into law."

(The commission never affirmed the

recommendation to do away with the ban because Commissioner James Quello, who had joined with then-Chairman Dennis Patrick in forging a two-vote majority,

later had a change of heart. The third commissioner, Patricia Diaz Dennis, had voted against the tentative recommendation.)
—HAJ

Virginia Supreme Court condemns cameras in courtroom

If the Virginia Supreme Court had its way, a two-year-old experimental program allowing broadcast and still-camera coverage of courtroom proceedings in that state would be terminated and the courtrooms' doors closed to microphones and cameras. In a report to the governor and the General Assembly, the court was sharply critical of television. It said the experimental program had resulted "in sensational, biased, and distorted coverage," and the editing, "in an unfair and inaccurate picture of what actually took place in the courtroom."

The supreme court noted that participat-

ing media groups had filed reports of their own which showed witnesses, jurors, and court personnel commenting favorably on the experiment, with a few of those interviewed complaining that the presence of cameras or photographers "was distracting or intimidating." Attorneys tended to be generally supportive while the presiding judges were said to be divided in their views.

But the harshly critical comments were contained in responses to a survey sent to 127 circuit court judges, including those directly involved in the experiment. Re-

sponses were received from 93 of the judges. And of those, the supreme court said, 74 were generally negative in responding to whether cameras had had a positive or negative impact on the judicial system. Ten were positive, and nine had not reached a conclusion.

The report, requested by the general assembly, came at the end of the second year of what is slated to be a three-year experiment. It is being conducted in the supreme court, the court of appeals, three circuit courts and two general district courts.
—LZ

Technology

Congressmen talk HDTV at consumer show

CES in Las Vegas told Hill is split on providing funds; capital gains tax cut, permanent R&D tax credit are popular alternatives

Panel speakers at the annual Winter Consumer Electronics Show (CES) sponsored by the Electronic Industries Association (EIA) again spent a great deal of time on HDTV. As noted by EIA's Gary Shapiro, staff vice president, government and legal affairs, the nature of these HDTV panels has changed. "Two years ago at the CES, we had probably the first congressional panel on HDTV. At that time, I don't think the questions of trade issues and competitiveness came up. We were talking about how we can get this thing to the marketplace," he said. Today, the attention of Congress and industry is split between the two topics.

Nine members of Congress attended the show to speak about HDTV as it relates to larger political issues and also how those political issues relate to the consumer electronics industry in the U.S. as a whole. Tax credits, changes in antitrust law, a capital gains tax cut, more money for U.S. education and other ideas that have been proposed to boost American research and development of HDTV were also discussed as helping the electronics industry as a whole.

The sessions were held earlier this month (Jan. 6-9) at the Las Vegas Hilton hotel, adjacent to the Las Vegas Convention Center where the CES product exhibition was held. There were 1,489 booths covering 803,457 square feet. Total CES attendance was 70,837. Among the highlights on the exhibit floor was a video display covering 48 square feet, the world's largest consumer television set, according to EIA.

Most speakers said HDTV is going to be an important technology in the 1990's. "For the 90's, despite all the lions in the backyard, if I could make one prediction in our field, it would be that advanced television is a sure thing," said Joel Chaseman, vice president of Post-Newsweek Stations and chairman of both the Association of Maximum Service Telecasters and the Advanced Television Test Center. Chaseman, who gave the CES "video overview" speech, predicted that in the near term, "we will squeeze every possible bit of vitality out of NTSC" and that in the meantime, U.S. government and industry will agree upon a spectrum-efficient U.S. HDTV transmission standard and it will gradually be integrated into common consumer usage during the decade, without rendering NTSC sets obsolete.

Rating HDTV's importance to broadcasters, John Abel, executive vice president, National Association of Broadcasters, said two years ago it was a very hot topic. It has since cooled, but within the next two years, as the testing of the proposed transmission systems takes place, it will again be a major issue, he said. Shapiro of EIA and Brenda Fox, vice president, National Cable Television Association, both said HDTV is a high priority for their industries as well. "We have found that our audience is very interested in [technical] improvements and I think they will go for these improvements and they will like it," Fox said.

But the feeling of the importance of HDTV was not shared by all. Philip Webre of the Congressional Budget Office also spoke to the CES and said HDTV, when compared to the future of other portions of the global electronics marketplace, will be a minor product. Webre expanded on the

points made by CBO in a report on HDTV's future significance released last summer (BROADCASTING, Aug. 7, 1989). All of the predictions of HDTV's importance as a product in the future have been based on the assumption that it will be a commercial success. At this point, that is too much to assume, he said. But even if the most optimistic projections of HDTV sales by the technology's proponents turn out to be correct, it will still be a comparatively small market. According to one forecast CBO examined, HDTV was expected to grow to a \$28.5 billion industry in 20 years. "This same forecast had PC's growing from about \$50 billion to about \$315 billion. In their own forecast, they said the PC market is going to be 10 times as large as the HDTV industry," Webre said.

Not many of Webre's congressional bosses who spoke at the CES agreed with his assessments. "HDTV is viewed as symbolic of national and global power in the 90's and 21st century," said Representative Don Ritter (R-Pa.). "In my area, the Silicon Valley, on a scale of 10, it's 10," said Representative Norman Mineta (D-Calif.).

The arguments on both sides come in the context of a battle many members of Congress are now waging with the Bush administration over the issue of funding for high-definition research and development. Both Ritter and Representative Sherwood Boehlert (R-N.Y.) criticized Richard Darman, director of the Office of Management and Budget, for being the influence in the administration that turned it away from early support for funding. "We were surprised when the indication came that there would not be an administration initiative on HDTV," Boehlert said. "There is on both sides of the aisle rather widespread belief

that we should put some money into the pot and that we should encourage a federal role for HDTV development."

Taking an opposite view was Representative Robert Walker (R-Pa.), who said that "Congress shouldn't do this for just one industry. It would be a misallocation of resources of the country to do this on an industry-by-industry basis or on a product-by-product basis." He described the provisions of a comprehensive research and development bill now being reviewed by the Science and Technology Committee, on which Walker sits as ranking minority member. The bill provides for limited funding of various research projects over four-year periods, with funding not to exceed \$100 million a year. Also, companies receiving the funding will be expected to repay the federal government with profits from the inventions that are produced. This plan will avoid having the government in a situation of picking winning and losing technologies. "I would suggest to you that Congress may not be the best allocator of resources when it comes to technology," Walker said.

Representative Bill Richardson (D-N.M.) said the votes are currently not there in the House to directly fund HDTV research and that he could not support it himself. The time has passed for congressional action of that nature, he said. "If you had asked me to support \$1.3 billion in subsidy five years ago to help the industry, I would have done it. But I think it's too late now." Instead, he suggested government formation of a research consortium with the Japa-

nese to develop the technology. Richardson said he is now writing a bill with that proposal.

Ritter argued in favor of special funding for HDTV because the advanced electronics that will be developed for high-definition displays are likely to be applied to advances in other products. He called for further expansion of the Defense Advanced Research Projects Agency's current \$30-million program to fund the invention of new HDTV displays and the electronic processing devices associated with high-resolution screens. CBO's Webre agreed there could be linkages between HDTV and other technologies, but that it is difficult to say how many and how significant they would be. "What the HDTV sets give you is full-motion video, and there it is not clear that everyone needs to be a Ferrari. You may be able to get a faster sampling rate with HDTV, but it is not clear how that will be carried over to other areas," he said.

Additional funding for the FCC was also given a high priority by Ritter. While the commission's advisory committee on advanced television service is gathering much of the information that will be needed to select an HDTV transmission standard in the early 1990's, when that standard is chosen, the FCC is going to have to expand. "We've got to give more support to the FCC. They are understaffed and unable to help" private industry organizations that have formed to set a transmission standard, Ritter said.

Even those who oppose direct funding for HDTV research favor other measures to

boost U.S. competitiveness in all electronics industries. Among the congressmen assembled at CES, there was almost unanimous agreement for deficit reduction, increased funding for education, establishment of a permanent R&D tax credit, changes in the current antitrust laws to encourage joint ventures and a cut in the capital gains tax.

It was generally agreed that increased competitiveness will be a key to America's future as a world power. "The world has changed and it will continue to change as we turn away from the Cold War and focus on economic competition instead. The question is: 'How are we, as a country, going to respond to these changes?'" Minnesota said. It appears that much of the future division of global power will be between the U.S., Japan and the European Economic Community after 1992. "I think the talk is good about [EEC] being a positive, free-trade operation, but I have my concerns," Richardson said. "The first thing out of the box by the Europeans was the decision to limit American programming to 51%, a blatantly protectionist move."

While there was general agreement that there will be some action by Congress to increase U.S. competitiveness, there was also a common belief that not much will be done this year. Most of the Congress's attention will be on the deficit. As for other issues, said Larry Smith (D-Fla.), "Don't look for any major advances in this election year. All the House and a third of the Senate are up and it will be politically touchy to do anything." —RMS

For the Record

As compiled by BROADCASTING from Jan 11 through Jan. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

■ KAIO-FM Russellville, AR (BALH891212GH; 100.9 mhz; 3 kw; ant. 160.72 ft.)—Seeks assignment of license from KAIO-FM Inc. to Johnson Communications Inc. for \$485,400. Seller is headed by Judy K. Purtle who is 49% shareholder of KZAO(AM) Dardanell, AR. Buyer is headed by Dewey E. Johnson, Betty Johnson, Mitchell Johnson and A. Lori Brandon and has no other broadcast interests. Filed Dec. 12, 1989.

■ WEJZ-FM Jacksonville, FL (BALH891213GJ; 96.10MHz; 90KW-H, 100KW-V; ant. 253 feet)—Seeks assignment of license from Win Communications Inc. to Renda Broadcasting Corp. for \$11,635,000 (purchase includes WBEZ-FM Tulsa, OK and includes a covenant not to compete valued at \$2,385,000; see "Changing Hands" Dec. 11, 1989). Seller is headed by Elton Rule and I. Martin Pompadour, and has interests in WICC(AM) Bridgeport and WEBE(FM) Westport, both Connecticut; WQAL(FM) Cleveland; WIRE(AM)-WXTZ(FM) Indianapolis, and KBEZ(FM) Tulsa, OK. Buyer is headed by Anthony F. Renda, Catherine Renda and Maryann Kelly. Renda Broadcasting Corp. is licensee of WJAS-AM-WSHH-FM Pittsburgh, PA, and KMGL-FM Oklahoma City, OK. Anthony Renda is 100% stockholder of Renda Radio Inc., licensee of WECZ-AM-WPXZ-FM Punxsutawney, PA. Filed Dec. 13, 1989.

■ WAEV(FM) Savannah, GA (BALH891208HN; 97.3 mhz; 10 kw; ant. 1000 ft.)—Seeks assignment of license from Bay Communications Inc. to Opus Media Group Inc. for \$8,850,000 (purchase includes WSOK(AM) Savannah, GA; KNAN-FM Monroe, LA, and WKXI(AM) Jackson, MS. See "Changing Hands" Dec. 25, 1989). Seller is subsidiary of Love Broadcasting, both headed by James S. Love III. Love also owns WLOX(TV) Biloxi, MS and KDRV(TV) Medford, OR. Buyer is headed by Thomas C. Birch and Raymond M. Quinn. Birch owns 70% of voting stock of Emerald Coast Communications Inc., licensee of WWAV-FM Santa Rosa Beach, FL. Quinn owns other 30% of voting stock of Emerald Coast Communications Inc. They acquired it Dec. 30, 1989. Filed Dec. 8, 1989.

■ KFXZ(FM) Maurice, LA (BALH891211HS; 106.3 mhz; 3 kw; ant. 500 ft.)—Seeks assignment of license from FoxCo. Acquisition Corp to Citywide Broadcasting of La-Fayette Inc. for \$1,300,000. Seller is headed by Cyril Vetter, who owns Vetter Communications, licensee of WTGE-FM-WVLA(TV) Baton Rouge, LA. Buyer is head-

ed by Peter Moncrieffe and Willie E. Tucker. They each own 50% of Citywide Broadcasting Corp., licensee of KQXL-FM New Roads, LA. Filed Dec. 11, 1989.

■ KNAN-FM Monroe, LA (BALH891208HO; 106.1 mhz; 100 kw; ant. 1,050 ft.)—Seeks assignment of license from Live Oak Broadcasting Co. to Opus Media Group Inc. for \$8,850,000 (purchase includes WSOK(AM)-WAEV(FM) Savannah, GA and WKXI(AM) Jackson, MS. See "Changing Hands" Dec. 25, 1989). Seller is subsidiary of Love Broadcasting, both headed by James S. Love III (see WAEV(FM) Savannah, GA). Buyer is headed by Thomas C. Birch and Raymond M. Quinn (see WAEV(FM) Savannah, GA). Filed Dec. 8, 1989.

■ WKXI Jackson, MS (BALH891208HU; 1300 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from TAB Broadcasting Co. to Opus Media Group for \$8,850,000 (purchase includes WSOK(AM)-WAEV(FM) Savannah, GA and KNAN-FM Monroe, LA. See "Changing Hands" Dec. 25, 1989). Seller is subsidiary of Love Broadcasting, both headed by James S. Love III (see WAEV(FM) Savannah, GA). Buyer is headed by Thomas C. Birch and Raymond M. Quinn (see WAEV(FM) Savannah, GA). Filed Dec. 8, 1989.

■ KSRZ-FM North Platte, NE (BALH891213GF; 94.9 mhz; 63 kw; ant. 200 ft.)—Seeks assignment of license from North Platte Broadcasting Inc. to Tri-State Broadcasting Association Inc. for \$85,000. Seller is headed by Eames Irvin, and John D. Phillips and has no other broadcast interests. Buyer is headed by John L. Townsend, John G. Townsend, William H. Kautz, Irene Oswald, Duane Pramberger, Herbert Bley, Norris Pearson, Victor Karg and Charles Flaming. Tri-State Broadcasting Association Inc. is licensee of KJLT(AM) North Platte, NE. Filed Dec. 13, 1989.

■ KBOM(FM) Los Alamos, NM (BALH891212HU; 107.1 mhz; 3 kw; ant. 142 ft.)—Seeks assignment of license from

KBOM Ltd. p. to TELCo. Entertainment Inc. for \$1,000,000. Seller is headed by Kathleen McKee and Lance Armer and has no other broadcast interests. Buyer is headed by Rudy F. Tellez and Anthony L. Maisel. Maisel holds 55% of stock of Sun Media Corp., parent of Spanish Community Radio Inc., licensee of KALY(AM) Los Ranchos de Albuquerque, NM. Filed Dec. 12, 1989.

■ WMBL(AM)-WRHT(FM) Morehead City, NC (AM: BAL891211GK; 740 kHz; 1 kw-D; FM: BALH891211GL; 95.9 mhz; 3 kw; ant. 300 ft.).—Seeks assignment of license from Curtis Radio Group Inc. to Macripine Cable Inc. for \$1,525,000 (see "Changing Hands" Jan. 1, 1990). Seller is headed by Donald W. Curtis, who has interests in WGBR(AM)-WKTC(FM) Goldsboro, WTAB(AM)-WYN-A(FM) Taber City, WBBB(AM)-WPCM(FM) Burlington and WCPs(AM) Tarboro, all North Carolina. Buyer is headed by L. Gene Gray and Frank Styers and has no other broadcast interests. Filed Dec. 11, 1989.

■ KRLD(AM) Dallas, TX (BAL900104HR; 1080 kHz; 50 kw-U, DA-N).—Seeks assignment of license from Metropolitan Broadcasting Corp. of Dallas to Evergreen Media Corp. for \$58,500,000 (purchase is part of deal for KODA-FM Houston, TX; see "Changing Hands" Jan. 8, 1989). Seller is headed by Carl C. Brazell and Robert F.X. Sillerman and has no other broadcast interests. Buyer is headed by Scott K. Ginsburg, Matthew Devine and Jordan E. Ginsburg. Evergreen Media Corp., licensee of KKB(T)FM Los Angeles, CA, is parent company of license holders of WLUP-AM-FM Chicago, IL; KHYI-FM Arlington, TX; WAPE-FM Jacksonville, FL; WVCB(AM) Coral Gables, FL, and WLUP(AM) Chicago, IL. Filed Jan. 4.

■ KODA-FM Houston, TX (BALH900104HZ; 99.1 mhz; 100 kw; ant. 2,049 ft.).—Seeks assignment of license from Command Communications Inc. to Evergreen Media Corp. for \$28,000,000 (purchase is part of deal for KODA-FM Houston, TX; see "Changing Hands" Jan. 8, 1989). Seller is headed by Carl C. Brazell and Robert F.X. Sillerman and has no other broadcast interests. Buyer is headed by Scott K. Ginsburg, Matthew Devine and Jordan E. Ginsburg (see KRLD(AM) Dallas, TX). Filed Jan. 4, 1990.

■ KBEZ-FM Tulsa, OK (BALH891213GI; 92.9 mhz; 100 kw; ant. 710 ft.).—Seeks assignment of license from Win Communications Inc. to Renda Broadcasting Corp. for \$11,635,000 (purchase includes WEJZ-FM Jacksonville, FL and includes a covenant not to compete valued at \$2,385,000; see "Changing Hands" Dec. 11, 1989). Seller is headed by Elton Rule and I. Martin Pompadur (see WEJZ-FM Jacksonville, FL). Buyer is headed by Anthony F. Renda, Catherine Renda and Maryann Kelly (see WEJZ-FM Jacksonville, FL). Filed Dec. 11, 1989.

■ WHUM-FM Patton, PA (BALH891201HL; 94.7 mhz; 1 kw; ant. 168 ft.).—Seeks assignment of license from Kennedy Broadcasting Ltd. to WRG Altoona Ltd. for \$450,000 (see "Changing Hands" Dec. 11, 1989). Seller is headed by John A. Kennedy Jr. and owns WHUM(AM) Hughesville; has interest in WHOE(FM) Avis; and has pending application for new FM in Covington, all Pennsylvania. He owns LPTV's W09BL Williamsport, PA, and W69BO Vero Beach, FL. Buyer is headed by John A. Phillips, Julianna R. Guy and W. Randolph Young. Phillips and Young have application pending for new FM in Wauseon, OH. Filed Dec. 1, 1989.

■ KGDN(FM) Ephrata, WA (BALH891212HQ; 95.9 mhz; 1.5 kw; ant. 470 ft.).—Seeks assignment of license from Read Broadcasting to B & G Enterprises for \$120,000. Seller is headed by Thomas W. Read, who has 55% interest in TRMR Inc., licensee of KTB(AM) Spokane, WA. Buyer is headed by Randy E. Boruff and A.I.C. Geesey and is licensee of KULE(AM) Ephrata, WA. Filed Dec. 12, 1989.

Actions

■ KZKZ(AM) Greenwood, AR (BAL891114EA; 1510 kHz; 2.50 kw-D).—Granted app. of assignment of license from KZ Communications Inc. to Greenwood Communications Broadcasting Inc. for \$43,600. Seller is headed by Billy H. Thomas and Jerry E. Morris, who have interest in KDEZ-FM Jonesboro, AR, and KZKZ-FM Greenwood, AR. Buyer is headed by David Morrison, Robert E. Yoes and Stephen Marino and has no other broadcast interests. Action Jan. 5.

■ KWTD-FM Lonoke, AR (BALH891031GP; 106.3 mhz; 3 kw; ant. 290 ft.).—Granted app. of assignment of license from Dunn Broadcasting Corp. to Willis Broadcasting Corp. for \$445,000. Seller is headed by Thessia Dunn and has no other broadcast interests. Buyer is headed by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AR; Charlotte Christian Radio Inc., licensee of WGSP(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian

Radio Inc., licensee of WSRG(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WPZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee of KSNE(FM) Marshall, AR; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrenton Broadcasting Corp., permittee of unbuild FM, WVRs, Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% voting stock in Tidewater Radio Show Inc., licensee of WPEE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WCCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA, and Good Faith Broadcasting Inc., licensee of WGTM(AM) Wilson, NC. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Action Jan. 4.

■ WZDX(TV) Huntsville, AL (BALCT891013KM; CH. 54; 2,223 kw-V; ant. 1,692 ft.).—Granted app. of assignment of license from Community Service Broadcasting, debtor in possession, to Huntsville Television Acquisition Corp. for \$6,100,000. Seller is owned by bankrupt group owner Media Central and is headed by Morton Kent and is licensee of KBSI(TV) Cape Girardeau and KZKC(TV), both Missouri; WOAC(TV) Canton, OH, and WKCH-TV Knoxville, TN. Buyer is headed by Milton Grant, who holds 53% interest in Grant Broadcasting Corp. of Little Rock, of which Grant is president and chairman of board. Grant Broadcasting of Little Rock holds 25% limited partnership interest in Little Rock Communications Associates, licensee of KLRT-TV Little Rock, AR. Action Jan. 4.

■ KJOI-FM Los Angeles, CA (BALH891109GJ; 98.7 mhz; 75 kw; ant. 1,180 ft.).—Granted app. of assignment of license from Command Communications Corp. to Viacom Broadcasting for \$100,500,000 (purchase price includes KSYF-FM Denver, CO; see BROADCASTING, Nov. 13, 1989). Seller is headed by Carl Brazell and its principal investor is Robert F.X. Sillerman. Buyer is headed by Henry S. Schleiff. Viacom is licensee of WVTI(TV) New Britain, CT; WMZQ-FM Washington; WLIT-FM Chicago; KSLA-TV Shreveport, LA; WLTi(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTW(FM) New York and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, VA, and KBSG(FM) Tacoma, WA. (see KOFY-AM-FM San Mateo, above). Action Jan. 3.

■ KOFY(AM) San Mateo and KOFY-FM San Francisco, both California (AM: BAL891108GE; 1050 kHz; 1 kw-D; FM: BALH891108GF; 98.9 mhz; 4.3 kw; ant. 442 ft.).—Granted app. of assignment of license from Pacific FM Inc. to Viacom Broadcasting Inc. for \$19,467,144 ("Changing Hands," Nov. 6). Seller is headed by James Gabbert and also owns KOFY(TV) San Francisco. Buyer is headed by Henry S. Schleiff (see KJOI-FM Los Angeles). Action Jan. 3.

■ KHOW(AM)-KSYF-FM Denver, CO (AM: BAL891109GK; 630 kHz; 5 kw-U; FM: BALH891109GH; 95.7 mhz; 100 kw; ant. 725 ft.).—Granted app. of assignment of license from KPKE Acquisition Corp. to Viacom Inc. for \$100,500,000 (purchase price includes KJOI-FM Los Angeles, see above). Seller is subsidiary of Command Communications Inc., and is headed by Carl Brazell and Robert F.X. Sillerman (see KJOI-FM Los Angeles, above). Buyer is headed by Henry S. Schleiff (see KJOI-FM Los Angeles). Action Jan. 3.

■ WBBK-AM-FM Blakely, GA (AM: BTC891027EC; 1260 kHz; 1 kw-D; FM: BTCH891027ED; 93.5 mhz; 3 kw; ant. 353 ft.).—Granted app. of assignment of license from Nathan Hirsch to Thomas J. Palmer for \$120,000. Seller is headed by Nathan Hirsch, who is also owner of WWSN(AM)-WMCDFM Statesboro and has interest in WSGC(AM)-WWRK(FM) Elberton, both Georgia. Buyer has no other broadcast interests. Action Jan. 3.

■ WTGQ-FM Cairo, GA (BALH891010HP; 102.3 mhz; 3 kw; ant. 300 ft.).—Granted app. of assignment of license from Faver Broadcasting Group Ltd. to Collins & Daw Broadcasting Corp. for \$510,000. Seller is headed by Ronald Verlander Jr. and also owns WSMY(AM) Weldon and WPTM(FM) Roanoke Rapids, NC. Buyer is headed by Gary K. Daw and T.O. Collins and has no other broadcast interests. Action Jan. 3.

■ WRKG(AM) Lorain, OH (BAL891031EB; 1380 kHz; 500 w-D).—Granted app. of assignment of license from Veard Broadcasting Co. to Victory Radio Inc. for \$300,000. Seller is headed by Jon Veard and has no other broadcast interests. Buyer is headed by Vernon R. and Marcella Baldwin, husband and wife. Victory Radio Inc. is licensee of WZLE-FM Lorain, OH. The Baldwins' have interest in WCNW(AM) Fairfield, OH, and WWXL-AM-

FM Manchester, KY. Vernon Baldwin has interest in new FM Harrison, OH. Action Dec. 26, 1989.

■ KGMC-TV Oklahoma City, OK (BTCCT890519KF; ch. 34; 785 kw-V; ant. 1,209 ft.).—Granted app. of assignment of license from Oklahoma City Broadcasting Co., successor to Maddox Broadcasting Corp., for \$3,600,000. Transmitting equipment, antenna, studio equipment, licenses and other items are being sold to Maddox Broadcasting Corp. for \$2.6 million. Remainder of station KGMC(TV)'s equipment and real property (but not programming) are being sold to Pappas Telecasting of Oklahoma for \$1 million. Buyer is owned by Chesley Maddox. It has no other broadcast interests. Action Jan. 5.

■ KDAB-FM Ogden, UT (BALH890901HM; 101.1 mhz; 25 kw; ant. 3,740 ft.).—Granted app. of assignment of license from Albimar Utah LP to Devine Media Inc. for \$1,838,750. Seller is headed by Skip Findley and also owns WKYS(FM) Washington, D.C. Buyer is headed by Christopher F. Devine, Frederick R. Phelan and C. Robert Allen III. Principals of Devine Media Inc. are principals in KXBR Inc., licensee of KXBR-FM Greenfield, MO; KKBK Inc., licensee of KKBK-FM Los Alamos, NM, and KBER Inc., licensee of KBER-FM Salt Lake City, UT. Due to overlap between KDAB and KBER licensee of KBER-FM intends to divest itself of KBER-FM prior to closing on KDAB. Action Dec. 29, 1989.

■ KZZK(AM)-KBXQ Tremonton, UT (AM: BAL891109EH; 1470 kHz; 5 kw-D, DA; FM: BALH891109EL; 104.9 mhz; 3 kw; ant. 150 ft.).—Granted app. of assignment of license from Northern Utah Broadcasting Co. Inc. to Kenneth W. Sasso for \$225,000. Seller is headed by Clacus G. Merrill, who owns KIDI(AM) Gooding, ID. Buyer is headed by Kenneth W. Sasso and has no other broadcast interests. Action Jan. 5.

■ WDOT(AM) Burlington, VT (BAL891107EA; 1390 kHz; 5 kw-U, DA-1).—Granted app. of assignment of license from Hunter Broadcasting Inc. to Nichols Radio Broadcasting Corp. for \$500,000. Seller is headed by Bill Hunter and has no other broadcast properties. Buyer is headed by John C. Nichols and has no other broadcast interests. Action Jan. 3.

■ WOBG-AM Clarksburg, WV (BAL891113EA; 1400 kHz; 1 kw).—Granted app. of assignment of license from Jack T. Cloyd and Michael Cloyd to Hilber Corp. for \$100,000. Sellers have no other broadcast interests. Buyer is headed by Robert G. Steinhilber and has no other broadcast interests. Action Jan. 5.

New Stations

Applications

■ Atmore, AL (BPH891205MJ)—Alabama Native American Broadcasting Co. seeks 105.9 mhz; 3.7 kw; 446 ft. Address: 1210 S. Main St., Atmore, AL 36502. Principal is headed by Randy Dale Gehman, Martin Eby Gehman, Vernie Lee Gehman, Martin Gerald Gehman and David Wayne Gehman (family). Alabama Native American Broadcasting Co. is owner and operator of WASG(AM) Atmore, AL. Randy Dale Gehman has 30% interest in Alabama Native and is general manager and chief engineer of WASG(AM).

■ Wilson, AR (BPH891129MI)—Pollack Broadcasting Co. seeks 103.7 mhz; 6 kw; 328 ft. Address: 105 Mysen Circle, Cordova, TN 38018. Principal is headed by Sydney Pollack, William H. Pollack, David L. Pollack, Robert S. Pollack and Marylyn Pollack (family) and has no other broadcast interests. Filed Nov. 29, 1989.

■ Ludlow, CA (BPH891206MJ)—First American Communications seeks 105.7 mhz; 1.8 kw; 590 ft. Address: P.O. Box 250, Barstow, CA 92311. Principal is headed by Courtney Flatau, Paul G. Dries and Gary L. Grethel. First American Communications Corp. is licensee of KSZL(AM) and KDUC(FM) Barstow, CA. Flatau has interest in Lambda Broadcasting Corp., licensee of KSES Yucca Valley, CA. Her husband has interests in Asteria Broadcasting Corp., permittee of new FM station in Phoenix, OR. Filed Dec. 6, 1989.

■ Fernandina Beach, FL (BPH891130MR)—Broomeco Broadcasting Inc. seeks 105.3 mhz; 3 kw; 328 ft. Address: 3057 Bridlewood Lane, Jacksonville, FL 32217. Principal is headed by Yuleen Broome and has no other broadcast interests. Filed Nov. 30, 1989.

■ Chauncey, GA (BPH891206MI)—Chauncey Broadcasting Inc. seeks 101.3 mhz; 5 kw; 492 ft. Address: P.O. Box 157, Eastman, GA 31023. Principal is headed by Terry L. Coleman, Lace Futch, James S. Shaw Jr., Larry Walker and Mary Lynn Harrison and has no other broadcast inter-

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ests. Filed Dec. 6, 1989.

■ Chauncey, GA (BPH891204MK)—Heart of Georgia Broadcasting seeks 101.3 mhz; 5 kw; 492 ft. Address: 600 Anson Ave., Eastman, GA 31023. Principal is headed by Carol B. Dowdy and Patricia Anne Lester and has no other broadcast interests. Filed Dec. 4, 1989.

■ Paintsville, KY (BPH891215ML)—Gary Sellers seeks 94.7 mhz; 11.3 kw; 492 ft. Address: 709 Happy Hollow, Paintsville KY 41240. Principal has no other broadcast interests. Filed Dec. 15, 1989.

■ Ely, MN (BPH891204MJ)—BJL Broadcasting Corp. seeks 92.1 mhz; 6 kw; 328 ft. Address: P.O. Box 630 (Central and Allaire St.), Ely, MN 55731. Principal is headed by Jeanne A. Larson and Bradley S. Jones. BJL Broadcasting Corp. is licensee of WELY(AM) Ely, MN. Filed Dec. 4, 1989.

■ Ashtabula, OH (BPH891207ME)—Lakeland Communications seeks 98.3 mhz; 3 kw; 328 ft. Address: 120 Earlwood Rd., Pittsburgh, PA 15235. Principal is headed by Sandra C. Bacasa, Arthur W. Cervi and John J. Rugala and has no other broadcast interests. Filed Dec. 7, 1989.

■ Ashtabula, OH (BPH891207MF)—Andrea L. Johnson seeks 98.3 mhz; 2 kw; 403 ft. Address: 1321 Shepherd St., NW, Washington DC 20011. Principal has no other broadcast interests. Filed Dec. 7, 1989.

■ Ashtabula, OH (BPH891207MG)—James T. Embrescia seeks 98.3 mhz; 3 kw; 328 ft. Address: 23200 Chagrin Blvd., Suite 613, Cleveland, OH 44122. Principal is headed by James T. Embrescia is president and 51% voting shareholder of Canton/Akron Radio Inc., licensee of WINW(AM) and WRQK(FM) Canton, OH. Filed Dec. 7, 1989.

■ Sisters, OR (BPH891207MH)—Schuyler H. Martin seeks 104.1 mhz; 1.3 kw; 708 ft. Address: 730 Winchester Dr., Burlingame, CA 94010. Principal has no other broadcast interests. Filed Dec. 7, 1989.

Actions

■ Winston-Salem, NC (BP860331AO)—Granted app. of Michael Gliner for 880 khz. Address: 1711 Appletree Ln., Fort Mill, SC 29715. Principal owns WQCC(AM) Charlotte, NC. Filed Jan 4, 1989.

■ Bridge City, TX (BP861229AE)—Dismissed app. of Satellite Radio Network for 100 khz. Address: One South Executive Park, Suite 403, Charlotte, NC 28287. Principal is headed by Michael Gliner, who is sole owner of WQCC(AM) Charlotte, NC and WIDD(AM) Elizabethton, TN.

■ Hudson, TX (BP860828AC)—Granted app. of Radio Hudson Inc. for 1100 khz. Address: 408 Jane Way, Lufkin, TX 75901. Principal is headed by Randy Shannon and Jeannie Shannon and has no other broadcast interests. Filed Jan. 2.

■ Moneta, VA (BP880126AB)—Granted app. of Smith Mountain Lake Radio for 880 khz. Address: RTE 1, Box 314, Wirtz, VA 24184. Principal is headed by Lester L. Williams. He was granted authority on Dec. 29, 1987 to acquire assets of Collinsville Broadcasters Inc, licensee of WFIC(AM) Collinsville, MS (closing will occur after commission's order becomes final). Filed Jan. 4, 1989.

Facilities Changes

Applications

AM's

■ Eureka, CA KTC(AM) 1200 khz—Dec. 4, 1989 application for Mod of CP (BP830502AM) to change city of license to Cottonwood, CA; change TL: to Manton Rd., 19 km E. of Cottonwood, CA; increase night power to 2.5 kw and make changes in ant. system; 40 24 03N 122 03 09W.

■ Alpena, MI WATZ(AM) 1450 khz—Dec. 6, 1989 application for CP to change TL: 0.5 km N. of State Hwy. 32 & 1 km W of Alpena City limits. Alpena, MI and make changes in ant. system; 45 03 58N 83 29 06W.

■ Ann Arbor, MI WPZA(AM) 1050 khz—Dec. 6, 1989 application for CP to increase day power to 10 kw; make changes in ant. system and change TL: NW side of Stony Creek Rd., .6 km SW of intersection with McCrone Rd., 10.2 km SSE of Ann Arbor, MI; 42 08 46N83 39 36W.

■ Ely, MN WELY(AM) 1450 khz—Dec. 4, 1989 application for CP to make changes in ant. system.

■ Jackson, MN KKOJ(AM) 1190 khz—Dec. 13, 1989 application for CP to make changes in ant. system.

■ Dakota City, NE KTFJ(AM) 1250 khz—Dec. 4, 1989 application for Mod of CP (BP870721AF) to correct coordinates to 42 26 33N 96 15 41W.

■ Flemington, NJ WJHR(AM) 1040 khz—Dec. 11, 1989

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application for Mod of CP (BP850801AA) to change TL: Locktown Rd., Kingwood Township, NJ and make changes in ant. system; 40 30 18N 74 58 37W.

■ Salt Lake City, UT KISN(AM) 570 khz—Dec. 4, 1989 application for CP to make changes in ant. system: modify daytime pattern.

FM's

■ Madisonville, KY WSOE-FM 89.90 mhz—Dec. 14, 1989 application for CP to change ERP: 39.4 kw H&V.

■ Angola, IN WEAX(FM) 88.3 mhz—Dec. 26, 1989 application for Mod of CP (BPED860512MM) to change ant.: 46 m H&V; change other: correct for change in antenna manufacturer, no. of elements.

TV's

■ Huntsville, AL WHIQ(TV) ch. 25—Jan. 8 application for CP to change ERP: 685 kw (vis); ant. 1177 ft; change TL: 706 Read Dr. SE, Huntsville, AL: ant.: Dielectric/TFU-33J; 34 44 14N 86 31 46W.

■ San Luis Obispo, CA ch. 33—Dec. 6, 1989 application for Mod of CP (BPCT840202KI) to change ERP: 60.3 kw (vis); ant. 1,443 ft.; TL: Cuesta Peak, San Luis Obispo County, CA; ant.: Bogner/ B4UG(DA); 35 21 38N120 39 21W.

■ Springfield, MA WGBY-TV ch. 57—Jan. 1 application for CP to change ant.: 1,056 ft.; ERP: 1,465 kw (vis); change TL: atop Mount Tom, Holyoke, MA; (3.2 miles NW of Holyoke Center at 315 degrees); ant.: Dielectric Communications TFU-25G; 42 14 30 N72 38 54W; (DA)(BT).

■ St. Paul, MN KTCI-TV ch. 17—Jan. 4, 1989 application for CP to change ERP: 333 kw (vis); ant.: Andrew/ATW30H4-DSC3-17S(DA)(BT).

Actions

AM's

■ Glendale, CA KIEV(AM) 870 khz—Jan. 3 application (BMP890810AB) granted for Mod of CP (BP860612AC as Mod) to augment daytime standard radiation pattern.

■ Marianas Islands, CM KSAI(AM) 936 khz—Jan 4 application (BP880805AF) dismissed for CP to change TL: approximately 1.3 km S. of Tanapag Village, Saipan, MP; 15 13 05N 145 44 43W.

■ Newburgh, NY WGNV(AM) 1200 khz—Jan. 9 application (BMP890505AB) granted resubmitted nunc pro tunc: for Mod of CP to increase nighttime power 2.5 kw; change TL: Rock Cut Rd. 1.4 km N. of Rte. 17 K, Newburgh, NY and make changes in ant. system; 41 32 07N 74 06 41W.

■ Claude, TX KCLP(AM) 1180 khz—Jan. 4 application (BMP890508AA) granted petition for reconsideration re-submitted nunc pro tunc: for Mod of CP (BP870303AH) to change City of application to Amarillo Township, TX; reduce night time power to .24 kw and change TL: to Lakeside and St. Francis Rd., Amarillo Township, TX: 35 15 54N 101 44 32W.

FM's

■ Anchorage, AK KNIK-FM 105.3 mhz—Jan. 4 application (BPH860729IA) granted for CP to change ERP: 44.5 kw H&V.

■ Woodlake, CA KQKX(FM) 104.1 mhz—Dec. 28, 1989 application (BMP890725IB) granted for Mod of CP (BPH850712PK) to change ERP: 17.5 kw H&V; change ant.: 839 ft. H&V; TL: atop Eshom Point, 7 km Due E. of Badger, CA; 36 37 57N 118 56 15W.

■ Melbourne, FL WAOA(FM) 107.1 mhz—Dec. 12, 1989 application (BPH890111IC) granted for CP to change ERP: 100 kw H&V; change ant.: 600 ft. H&V; TL: town of W. Eau Gallie, FL on Harlock Rd., .4 miles N. of County Rd. 511; class: C1 (per Docket #87-233).

■ St. Augustine, FL WUVU(FM) 97.7 mhz—Dec. 22, 1989 application (BPH890721IB) dismissed for CP to change ant.: 482 ft. H&V; TL: 1.0 km E. of US 1 at Duval and St. John's County line, FL.

■ Burnside, KY WJDJ 93.9 mhz—Jan 8 application (BPH890713IC) granted for CP to change ERP: 50 kw H&V; change ant. 492 ft. H&V; change TL: just S. of Hwy. 80 on Timmy Knob, 1.3 miles W. of Stab, KY; change class to C2 (per Docket #88-368).

■ Annapolis, MD WFSI 107.9 mhz—Jan. 4 application (BPH890901) granted for CP to change TL: Mt. Tabor Rd., 1.3 km E. of Davidsonville Rd., 3 km NW of Rutland, change directional antenna pattern.

■ West Yarmouth, MA WOCB-FM 94.9 mhz—Jan. 8 application (BPH880506IB) granted for CP to change ant.: 394 ft. H&V; change TL: great Western Rd. approximately 1.4 km E. of Rte. 134, Dennis, MA.

■ Blue Earth, MN KJLY(FM) 100.9 mhz—Jan. 4 application (BPH890802IG) granted for CP to change freq: 104.5 mhz; change ERP: 50 kw H&V; change ant.: 452 ft. H&V, change class to C2 (per Docket #86-491).

■ Ocean Springs, MS WOSM(FM) 103.1 mhz—Jan. 8 application (BPH890713ID) granted for CP to change ERP: 50 kw H&V; change ant.: 482 ft. m H&V; change to class C2 (per Docket #88-325).

■ Kirksville, MO KRXL(FM) 94.5 mhz—Dec. 26, 1989 application (BPH890717IC) dismissed for Mod of CP (BPH880719IC) to change class: C (per Docket #88-574).

■ Portsmouth, NH WHEB-FM, 100.3 mhz—Jan. 5 application (BPH890815IB) granted for CP to change ant.: 446 ft. H&V; change TL: Lafayette Rd. in Portsmouth, NH.

■ Geneva, NY WECQ(FM) 101.7 mhz—Dec. 12, 1989 application (BPH890428IA) dismissed for CP to change ant.: 213 ft. m H&V; change TL: approximately .6 km NW of the intersection of Rte. 5 and Preemption Rd., NY.

■ Rome, NY WFRG-FM 95.9 mhz—Jan. 5 application (BPH890816IC) granted for CP to make changes in ant. supporting structure height.

■ Barnesville, OH WBNV(FM) 93.5 mhz—Dec. 29, 1989 application (BMP890731ID) granted for Mod of CP (BPH880630MZ) to change to non-directional ant.

■ Sallisaw, OK KKID-FM 95.9 mhz—Dec. 29, 1989 application (BPH890724IG) granted for CP to change channel to 240C2 (per Docket #87-73).

■ Chattanooga, TN WDYN(FM) 89.7 mhz—Jan. 3 application (BPED880217IA) granted for CP to change ERP: 100 kw H&V.

■ Galveston, TX KQKQ(FM) 106.5 mhz—Jan. 8 application (BPH870225MN) granted for CP to change TL: 4.2 miles S. of Hitchcock, TX; change ant.: 1,312 ft. H&V. Originally submitted as an amendment to BPH830701AZ, being redesignated as a separate application. Amended Oct. 4, 1988 to change TL, ant.

■ Lyndon, VT WGMT(FM) 98.3 mhz—Jan. 5 application (BMP890710IC) granted for Mod of CP (BPH860113MF) to change ERP: .08 kw H&V; change ant. 1,879 ft. H&V; TL: on Burke Mtn., 7 miles NE of Lyndon, VT.

Call Letters

Applications

Existing AM's

KEYQ(AM) KEAP Americom II; Fresno, CA
KKHJ(AM) KRTH Liberman Broadcasting Inc.; Los Angeles

Existing FM's

KCUB(FM) KVQC Pyramid Broadcasting Inc.; Stephenville, Tx
KXBS(FM) KRTH Express Broadcasting Co.; Santa Paula, CA

Grants

New FM's

KAMV(FM) Martha Vasquez; Victoria, TN
KBZD(FM) William L. Moir; Johnson City, TN
KEAU(FM) Hawaii Public Radio; Hilo, HI
KESN(FM) Richard Edward Simmons; Buras Triumph, LA
KFGL(FM) Radio Property Ventures; Diamondville, WY
KIHV(FM) W-R-I Enterprises; Trumann, AR
KIPP(FM) A.G.P. Inc.; Mesquite, NV
KIPU(FM) Hawaii Public Radio; Lihue, HI
KJDN(FM) Madera FM Inc.; Madera, CA
KKOQ(FM) Oasis Broadcasting Partners Inc.; Caledonia, MN
KLHA(FM) Criswell Center for Biblical Studies; Wichita Falls, KS
KNAR(FM) Parke-Reyes Co.; Myrtle Point, OR
KNCC(FM) Northern Nevada Community College; Elko, NV
KOHD(FM) Armando Garcia; Guadalupe, CA
KPUP-FM Jerry J. Collins; Gonzales, CA
KTHG(FM) Robert M. Mason; Mamou, LA
KTSH(FM) Ballard Broadcasting of Oklahoma Inc.; Tishomingo, OK
WCHM-FM Martin Communications Inc.; Clarksville, GA
WIAE(FM) John J. Fuller; Narragansett Pier, RI

WKGH(FM) Midpoint Broadcasting; Allegan, MI
WKIY(FM) Eastern Shore Broadcasting Inc.; Accomac, VA
WKLL(FM) Ravine Broadcasting Inc.; Frankfort, NY
WJTR(FM) Memphis Community Telecommunications Foundation; Jackson, TN
WNFQ(FM) Newberry Broadcasting Corp.; Newberry, FL
WQXQ(FM) Valley Radio Corp; Christiansburg, VA
WSAY-FM Radio Triangle East Co.; Rocky Mount, NC
WUMA(FM) Ross Broadcasting Co. Inc.; Old Forge, NY
WUMC(FM) Penobscot Indian Nation; Old Town, ME
WUMD(FM) Kentucky Mountain Holiness Assoc.; Vancleave, KY
WUMG(FM) Chattahoochee Broadcast Assoc.; Chattahoochee, FL
WUMH(FM) Fairfield Broadcasting Partners; Fairfield, ME
WUMI(FM) Marshall R. Magee; State College, MS
WXAV(FM) St. Xavier College; Chicago

New TV

WGRS(TV) Magara Communications Corp.; Florence, SC

Existing AM's

KCCV(AM) KNCI Bott Broadcasting Co.; Overland Park, KS
KCWW(AM) KNIX Buck Owens Production Co. Inc.; Tempe, AZ
KIDZ(AM) KCCV Tavastock, Inc.; Independence, MO
KKWM(AM) KLDD Anchor Media Ltd.; Dallas
KMUS(AM) KLUE Green Country Radio, Inc.; Muskogee, OK
KMYX(AM) KTKR Bakersfield Radio Partners LP; Taft, CA
WATX(AM) WWRT Manna Broadcasting Co. Inc.; Algood, TN
WBIG(AM) WLIT Beasley Broadcasting of South Carolina Inc.; Conway, SC
WGSE(AM) WZKG EBE Communications Limited Partnership; Charleston, SC
WCYK(AM) WJLT High Communications Partnership; Crozet, VA
WEHN(AM) WRKT Rambaldo Communications Inc.; Northeast, PA
WHIL(AM) WSMR Gospel Tabernacle Enterprises Inc.; Raeford, NC
WRHZ(AM) WRHD East Shore Broadcasting Corp.; Riverhead, NY
WYJZ(AM) WAMO Sheridan Broadcasting Corp.; Pittsburgh

Existing FM's

KBCK(FM) KCGL Radio Property Ventures; Centerville, UT
KGBX-FM KYOO Sunburst II Inc.; Bolivar, MO
KHJM(FM) KHSA Taft Broadcasting Inc.; Taft, OK
KKMT-FM KKHJ MacBroadcasting Radio System; Ennis, MT
KKWM-FM KZEW Anchor Media Ltd.; Dallas
KMYX-FM KTLN Bakersfield Radio Partners LP; Taft, CA
KMZE(FM) KWJY FM 92 Broadcasters Inc.; Woodward, OK
KNIS(FM) KNIB Western Inspirational Broadcasters Inc.; Carson City, NV

Existing TV

WMTU(TV) WJWT Jackson Investment Corp.; Jackson, TN

Call letter requests that have been withdrawn at applicant's request

Existing FM

WKOL(FM) WZMX Mountain Top Broadcasting Inc.; Russellville, AL

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Charlottesville, Virginia: High on the Nation's Best Places to Live list, home of Monticello and the University of Virginia. Multi-award winner Best News/Sports Operations AP, UPI and VAB five consecutive years. seeks energetic bottom line GSM to lead/train seven-person sales staff. Resume, salary requirements to: Colin Rosse, WINA/WQMZ, Box 498, Charlottesville, VA 22902. EOE.

GSM wanted. Dominant station in great competitive market. Train, motivate, manage and carry large list. Must be goal oriented with successful track record. To 40K. Resume today: Pres., 319 Mill St., Poughkeepsie, NY 12601. EOE. M/F.

General manager. Medium California market. Sales and sales training priority responsibility. Must have management skills and experience. Send resume, salary requirements to Box A-26. EOE.

Little Rock AM/FM is searching for an individual with outstanding sales management skills to lead in maintaining and improving our ever-increasing market share. Signal Media of Arkansas offers significant benefits to the successful candidate with proven leadership skills and strong record of accomplishment in sales/sales management. Minimum media sales management experience of three years preferred. Contact KHLT Corporate Office, 214-458-8400. EOE.

General manager: AM/FM Combo in a top 75 NE market, is searching for a dynamic, motivated GM. Candidates must have a proven track record and the drive to succeed. Sales, business and leadership skills are essential. Familiarity with satellite programming is desirable. Submit resume and salary requirements to: Box A-48. EOE.

A growing, Chicago Suburban, full-service AM needs a sales manager to recruit, train and lead our sales organization. Must have good communication and organizational skills. Send resume, salary history and salary requirements to PO Box 907, Elburn, IL 60119. EOE.

General sales manager: Major station in top 40 market. Outstanding, experienced sales staff in position needs a great motivator and strong leader. Must be a producer! Send resume with references and salary history: PO Box 65243, Virginia Beach, VA 23464. EOE/AA, M/F.

General manager: Seeking experienced individual to manage a three station group of small market FM stations in a Midwest state. Hands-on knowledge of radio station operations, a sales background and excellent people skills necessary. Send resume to Barden Broadcasting, 1249 Washington Blvd., #2100, Detroit, MI 48226. EOE.

Major public broadcasting company in top fifteen of group radio broadcasters searching for general manager for Southeastern AM/FM Combo. Successful candidates will have stable employment history, good sales experience and solid budget and expense control. Must be able to set example to proven sales staff by personal selling. Submit a letter giving complete career, salary history and references to: Box A-55. EOE.

HELP WANTED SALES

WHP-AM and FM want only the best radio sales people in the industry to apply. Benefits, continual training, and a management team that supports, leads, and serves you. Resumes only to Rob Adair, WHP, PO Box 1507, Harrisburg, PA 17105. EOE.

WNNO AM/FM: Wisconsin Dells, Wisconsin is looking for a goal oriented sales person to handle a current list billing in excess of \$100,000 annually. Applicants must have a minimum of two years of direct selling experience along with a desire to live in a resort community. This position offers salary, bonuses, insurance and more. Please send cover letter and resume to WNNO Radio, Box 444, Wisconsin Dells, WI 53965. WNNO is an EOE.

WZYC FM "Z-103" seeks local and/or regional sales reps to develop direct retail and local agency accounts. Coastal North Carolina market. College degree, experience preferred. Commission highest in the industry. Send selling cover letter, resume, in confidence to Lee Hauser, GSM, WZYC, Rt. 4, Box 334, Newport, NC 28570. EOE.

West Palm Beach, Florida: AE opportunity at a major AM/FM. Excellent ratings. You must be experienced and good! Direct and agency. Contact GSM, 407-965-9211. EOE.

Computer systems: CBSI (Custom Business Systems, Inc.) is the world's leading provider of business computer systems to the radio broadcast industry. We seek a sales representative for the Western states. Must love radio and have a track record of sales success in the industry. Requires experience in radio management/sales, preferably as GM or GSM, with understanding of financials. Recent CBSI experience desirable. Must have demonstrated listening skills, persistence, good self-image, initiative, genuine care for the customer and attention to detail. Some travel required. If you have high ethical values and otherwise qualify, send resume to CBSI, PO Box 67, Reedport, OR 97467. EOE.

Sales rep needed: For rapidly growing company selling sales promotions to radio stations. If you want to make excellent income, know how to close, have radio management or sales experience and love to travel (two state area), send picture and complete resume to American Sales Promotions, PO Box 210529, Nashville, TN 37221. EOE.

AE/Sales: Leading station has list available. Experience necessary. Immediate availability. WLIF, 1570 Hart Rd., Baltimore, MD 21204. 301-823-1570. Tom Kiple, GSM. EOE.

HELP WANTED ANNOUNCERS

Country air personality with sales ability. Station located south of DC in growing county. Enthusiasm/consistency write your pay check in sales. 703-221-1124. EOE.

HELP WANTED TECHNICAL

AM non-directional/Class C FM stations seek chief engineer with transmitter and studio experience. Excellent physical plant. Send resume, references and recent photo to Gary Exline, Box 1330, Owensboro, KY 42302. EOE.

Family Life Radio station in mid-Michigan seeks staff engineer who is able to do studio construction, maintenance and repairs. FCC license or permit required plus three years broadcast engineering experience. Qualified applicants should send resume to John Harrison, WUFN, 2255 North Concord Rd., Albion, MI 49224. Resumes should be received by January 31, 1990. WUFN is an equal opportunity employer.

Working manager. Highly successful AM/FM Combination. Experience and familiarity with the principles of: AM directional transmission system, AM stereo, Class D modulation, FM transmission with multiple SCA's. SCA surpassed carrier injection measurements, AM and FM modulation, studio configuration/connections, audio tape theory, broadcast telephone hybrids, current audio production techniques, and computers. Send resume and salary requirements to John Weigand, Director of Engineering, KFMB-AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

Chief engineer is needed immediately for AM/FM in New Bedford, MA. 1Kw AM and 50 Kw FM are in excellent shape with modern studios. SBE or General Class license required. 5 years broadcasting experience in AM, FM, digital, automation, RPU's, computers desired. Send resume and salary needs to: Edd Monskie, VP-Engineering, Hall Communications, Inc., 24 S. Queen St., Lancaster, PA 17603. Hall Communications is an equal opportunity employer and encourages women and minorities to apply.

Radio engineer: At The Public Radio Service of Western Kentucky University in Bowling Green, Kentucky: WKYU-FM (100Kw), with repeater stations maintained by contract engineers. Duties include maintenance, installation, planning and construction of new facilities. Equipment is modern and in excellent condition. The position includes excellent vacation, working environment, educational opportunities, retirement plan, and other benefits. Salary mid to upper twenties commensurate with ability. Applicants should have a minimum of three years experience in FM studio and transmitter maintenance, and electronic training. FCC General or SBE certification is desirable. Send letter of application, resume, and names, addresses, and phone numbers of three professional references to the Office of Academic Affairs, Wetherby Administration Bldg., Room 239, Western Kentucky University, Bowling Green, KY 42101. Women and minorities are encouraged to apply. An Affirmative Action, equal opportunity employer.

HELP WANTED NEWS

News director wanted: In beautiful central Wisconsin college town at the top County station. Area offers excitement professionally and personally. T&R to: Michael Weis, WYTE-96, PO Box 1030, Stevens Point, WI 54481. Male-Female. EOE.

Writer/producer with track record to work with Christian ministry. Will produce financial features for established radio network. Good voice, production and writing skills. Send resume and samples to Steve Moore, Christian Financial Concepts, 601 Broad St., SE, Gainesville, GA 30501. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Medium market News/Information station seeks on-air program/news director with great leadership abilities. Our numbers are strong, but we're greedy and want more. You must know programming, promotion, and broadcast journalism. You must be able to lead, teach, and demand top performance. Programming and news experience a must. Creativity and excellent judgement required. Reply in confidence to Box A-45. EOE, M/F.

Opening in multimedia center: Ohio University, Belmont. Multi-media production specialist, \$25,000 - \$30,000 plus benefits. Starting date: June 1, 1990 or earlier. Widely varied duties include the production of materials for audio and video-assisted courses, radio programs, and for promotion and advertising. Will provide assistance to faculty in the development of instructional materials. Will manage and provide technical assistance, and programming for two-way interactive microwave system and an FM radio station. Part-time teaching in Telecommunications with additional compensation will be available for the qualified candidate. Other staff include a secretary and several student assistants. Master's degree required. Prefer experience and training in multi-media, telecommunications, and related fields. Must have training and experience in the production of instructional materials for audio and video-assisted courses. Must have excellent communication skills to work with faculty, staff, and the community. Application deadline: March 9, 1990. Please send a letter of application, resume, transcripts, and three current letters of reference. Apply to: Chairperson, Media Search Committee, Ohio University, Belmont, 45425 National Rd., St. Clairsville, OH 43950. Ohio University, Belmont is a regional campus of Ohio University located in a rural area near Wheeling, West Virginia with a student population of approximately 1,100. Ohio University is an Equal Opportunity/Affirmative Action employer. Women and minorities are encouraged to apply.

SITUATIONS WANTED MANAGEMENT

Top-notch manager. 10+ years. Excellent credentials - Sales & programming. Top producer. Bottom line oriented. Southeast US. Prefer Florida. Call Bill James, 804-232-5197.

Successful, dynamic major market sales manager seeks GM opportunity/equity participation, with growth-oriented company. Performance-driven: solid track record in retail, agency, co-op, vendor, new business. Box A-41.

Veteran broadcaster, 14 years experience, now college instructor seeks radio station general manager position in small-medium market of 25,000 plus. Background in sales, production, sports, news, remotes, promotions. Available late May. Write Box A-47.

Results oriented GM delivers record year in revenue/ratings. Seeks to accomplish same for people-oriented owner. 407-788-2143.

Goal oriented. Professional. Experienced. Promotional. Successful. Seasoned. CRMC. Bottom line directed. Motivator. Trainer. Team coach. Wants challenging Southeast GM/GSM. 804-971-8908.

General manager available. Successful in medium and major markets. Love turnarounds and rebuilds. Group management and acquisitions experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Deane Johnson 503-472-1221.

SITUATIONS WANTED SALES

Need help? Sales, marketing, promotions, training, research, planning our specialties. Let's talk today about what YOU want. Jerry Clegg, 804-971-8908.

SITUATIONS WANTED ANNOUNCERS

Male DJ: Broadcasting school graduate. Experienced in Country, CMA member. Area desired: Chicago, Nashville, Los Angeles, northern Illinois, southern Wisconsin, Indiana. Matt, 708-864-3304.

SITUATIONS WANTED TECHNICAL

Hands on technical manager: 10 years major market, seeks challenge, FM, AM Directional, audio, RF, construction. A pro for \$43K plus. Ron, 813-896-0506.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

20 years experience. Knowledgeable, talented Country programmer/air talent. Seeking stable position in Midwest, Mideast, or Central areas. Mike, 419-243-0043.

Unique, proven programing formula will produce big ratings and \$\$\$ for your station! Experienced sales and marketing expertise too from a radio professional with 26 years experience. Possible fulltime or consultant basis. Please call Bill Elliott, 413-442-1283.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

TELEVISION

HELP WANTED MANAGEMENT

GSM position available in Southeast Independent/progressive TV group. Applicant must be successful trainer and motivator. EO employer. Send resume to Box A-35.

Promotion director: WICS-TV, NBC in Springfield, IL, is seeking a professional with proven production and organizational skills, knowledge of radio, print and co-op as well as experience in affiliate news promotion. Send resumes to Gary Spears, WICS Personnel Director, 2680 East Cook St., Springfield, IL 62703. 217-753-5620. EOE.

Television sales manager: WNWO-TV seeks a local sales manager. Applicants should have extensive experience selling broadcast advertising in northwest Ohio. Position requires supervision of seven salespeople and support staff. Strong organizational, training and creative abilities are essential. Send cover letter and resume to Sam Jacobs, GSM, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615 by January 26, 1990. WNWO-TV is an equal opportunity employer.

Director of television for Wisconsin Public Television, a collaborative activity of the Wisconsin Educational Communications Board and University of Wisconsin Extension. Located in Madison, Wisconsin, this position is responsible for programing, administration, and operations of public television activities for the joint venture partners. Bachelor's degree required, Master's preferred, minimum seven years experience in a television setting. Salary negotiable depending on qualifications and experience; minimum \$55,000. Call 608-263-2161 for detailed position description and application form. Application materials due February 9, 1990. EOE.

WBTW, the rating and sales leader in Florence/Myrtle Beach, SC, is looking for an innovative and dynamic local sales manager for an established local sales staff. Television background required, with previous management experience and college degree preferred. Send resume to: Patsy Stokes, PO Box F-13, Florence, SC 29501-0013. Affirmative action/EOE.

Manager of Television Services: Award winning and expanding university media center seeks dynamic leader for its television production unit. TV Services produces programing in support of two cable television channels, the university's academic and advancement missions, and external clients. The manager of television services will supervise three full-time staff, 10-15 student employees, new studio and remote production facilities, and budgets. Individual must be able to lead this creative team to new levels of excellence. Applicants must provide proof of 3-5 years production management experience, award winning television production credits, and a Masters' degree in Communications or related field. A letter of application, resume, portfolio videotape, and names, addresses and phone numbers of three references should be sent to: Tom Brock, Associate Director for Broadcast Services, Campus Box 57, Wichita State University, Wichita, KS 67208. Applications taken through February 16, 1990, or the 16th of each month until position is filled. Wichita State University is an equal opportunity/affirmative action employer.

Local sales manager: WBNG-TV, dominant CBS affiliate in Binghamton, NY seeks a highly motivated, organized, and creative individual to lead our local sales team into the 90's. Send resume to: Joe McNamara, GSM, WBNG-TV, PO Box 1200, Binghamton, NY 13902. EOE, M/F.

General sales manager: GSM position at Southeastern (CBS) affiliate in the 100+ market. Background should include local, regional and national sales. Challenging position for experienced AE aspiring to become GSM. Send resume and salary requirements. Box A-54. EOE.

Station manager: Midwest Fox affiliate seeks growth oriented individual with strong management skills. Great station. Great opportunity. Contact Teresa, 513-351-9110. EOE.

HELP WANTED SALES

Account executive: KEVN-TV is looking for an aggressive, experienced sales pro. KEVN-TV is an NBC affiliate located in the beautiful Black Hills of South Dakota. Resumes to Chuck Outland, PO Box 677, Rapid City, SD 57709. EOE.

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-26. EOE.

Assistant director of research: Must have thorough knowledge of Nielsen and Arbitron ratings and basic understanding of sales research. Responsibilities include preparation of one-sheets, custom ratings trends and analyses for use by sales department. Must be able to access Nielsen and Arbitron overnights and multi-week trends. Will be primary contact to Nielsen and Arbitron for daily program information. Individual will also be responsible for routine maintenance of Avail System and creation of various reports through use of Lotus. Minimum 2.5 years experience in sales research, familiarity with MRI or other qualitative research, knowledge of computer graphics preferred. Resumes only (no phone calls, please) to Pat Liguori, Director of Research, WABC-TV, 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

HELP WANTED TECHNICAL

ENG maintenance technician: CBS O&O needs an experienced person who wants to work in sunny, warm south Florida. Ability to repair Beta and related equipment a must. Send resume: Bernard Wimmers, WCIX, 8900 NW 18th Terr., Miami, FL 33172. EOE.

Technician. Must possess FCC General Radiotelephone license. Minimum five years experience in all phases of television including master control switching, videotape, character generator use and video. Letter and resume (no calls) to Irwin Ross, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

Honolulu, Hawaii chief engineer needed for leading network affiliate. Bachelor's degree or equivalent experience required. Send letter and resume to T. Arthur Bone, Bone & Associates, Inc., 197 Taunton Ave., Suite 202, East Providence, RI 02914. EOE.

Director of engineering: WTMJ, Inc. We are seeking an experienced professional to accept responsibility for technical planning and operations at our radio and television stations. Applicant should have a BSEE or equivalent and minimum 5 years in a supervisory or management position. Along with organizational ability, applicant should possess excellent technical and interpersonal skills. SBE certification desired. Send resume to Steven Smith, President, WTMJ Inc., Box 693, Milwaukee, WI 53201. WTMJ is an equal opportunity employer.

Engineer sought for New York City facility. Experience with digital television, tape machine, telecine, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box A-29.

Rapidly expanding medical equipment company in the forefront of video endoscopy technology, requires the expertise of a senior video engineer for our NJ corporate office. Minimum qualifications are a two year AAS Electronics degree with professional video repair experience, and extensive customer service background. Send resume to H. John Evans, 2101 Midway Rd., Suite 350, Carrollton, TX 75006. EOE.

Broadcast project engineer: WNYC seeks a broadcast project engineer. Responsibilities include assisting in the design and production of a variety of finished, documented broadcast systems. Requirements include a BS degree in Electrical Engineering and two years of recent experience in broadcast systems design in radio or TV, or satisfactory equivalent. Salary is \$29,768 plus a complete benefits package. Please send resume and cover letter to WNYC, Personnel, 1 Centre St., 32nd Fl., New York, NY 10007. No phone calls, please. EOE.

Transmitter/studio maintenance engineer: 3-5 years experience required on transmitter and studio equipment repair and maintenance; UHF and FM transmitter background a plus. Send resume to WXL, Personnel Dept., PO Drawer 6607, West Palm Beach, FL 33405. EOE, M/F/H/V.

ITFS system engineer needed to oversee planning, installation, day-to-day operation and maintenance of interactive television system for Florida community college. System will link five campuses with two way video and audio. At least two years experience with ITFS systems and two years technical school or equivalent additional experience required. Exceptional communications skills necessary. Position is associated with public television station licensed to college. Salary is competitive. Apply with letter and resume to: Human Resources, Daytona Beach Community College, PO Box 2811, Daytona Beach, FL 32115-2811. EOE.

Engineering maintenance technician: Applicant must have knowledge in the repair and maintenance of video tape recorders, cameras, computers and electronics in general. Complete computer knowledge is a plus. Contact David Zulli, Chief Engineer at 213-466-5441 or send resume to: KWHY-TV, Channel 22, 5545 Sunset Blvd., Los Angeles, CA 90028. EOE.

SportsChannel New England, a regional sports network, has the following positions available: **ENGINEERING MANAGER:** Responsible for the technical operation and maintenance of studio, transmission and remote facilities, including extensive microwave transmission network. Experience in maintenance and repair of broadcast television equipment required, as well as experience in satellite and microwave transmission systems. Associate's degree in Electronics required, as well as supervisory experience, SBE certification and FCC General Radiotelephone license. Salary commensurate with experience. Send resume and cover letter to: Director of Operations. No calls. **ASSOCIATE PRODUCER:** Responsible for assisting producers in the production of live and taped sports programs. Experience in television production, including live remotes, as well as excellent written and oral communication skills and knowledge of sports required. Must be able to meet deadlines. Ability to serve as line producer for some programs, both remote and studio. Resume only to: Production Manager. Demo tape will be required at time of interview. No calls. **TRAFFIC COORDINATOR:** Experience in coordinating commercial instructions, formats and other materials required for commercial contract implementation. Create and edit daily broadcast log. Handle traffic of taped programing. Computer experience required, JDS experience a plus. Resume to: Traffic Supervisor. No calls. SportsChannel New England is an equal opportunity employer. SportsChannel, 10 Tower Office Park, Suite 600, Woburn, MA 01801.

Maintenance engineer/technician for cable ad sales division. Responsibilities include: Maintain and assist in MIL post-production facility. Maintain four automated tape control systems. Must have Sony 3/4" experience and solid electronics background. Some local travel req'd. vehicle & tools provided. Excellent pay & benefits. Send resume with 3 refs to: Operations Manager, GDC, 4162 Little York Rd., Dayton, OH 45414. EOE.

HELP WANTED NEWS

Weekend anchor/reporter: WVTM-TV (NBC) Birmingham, AL. Need TWO experienced communicators. Send tapes and resumes to Tom Roberts, WVTM-TV, Box 10502, Birmingham, AL 35202. EOE.

KCBA Fox 35, the #1 Independent in Monterey-Salinas, California, is seeking experienced news director/anchor with proven management skills to start up major news operation. The ideal candidate will have prior news management, the ability to build and establish a top quality news team and strong technical knowledge to assist in planning, budgeting and equipping a new operation. Send tape, resume with salary requirements and news philosophy to: Barbara R. Etrick, Vice President and General Manager, KCBA Fox 35, PO Box 3560, Salinas, CA 93912. All potential candidates will be contacted. EOE.

General assignment reporters: KCRA-TV is looking for three top-notch general assignment reporters. If you're a good writer, digger, and do well in live situations, send a resume along with samples of your best work and a non-returnable 3/4" cassette to: Bob Jordan, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. If we like what we see, we'll ask for more material. In the meantime, please, don't call us! EOE.

Photographer/editors: We're looking for three news P/E's to join a photo team that's dedicated to becoming America's best. Send your best work as well as samples of your most recent material, plus a detailed resume to: Mike Rhinehart, Chief Photographer, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Non-returnable 3/4" tape only. IBEW Union position. No calls, please. EOE.

Writer/producer: Experienced. Top writing skills and savvy news judgement a must. NewStar skills a plus. Send a resume and a recent broadcast on a non-returnable 3/4" cassette to: Jim Stimson, Senior Producer, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE.

Videotape editor: Experienced. Send a resume and samples of your recent work on a non-returnable 3/4" cassette to: Mike Rhinehart, Chief Photographer, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794. IBEW Union position. No calls, please. EOE.

KTUL-TV: Meteorologist: We're serious about our weather and we're looking for another meteorologist to complete our staff. We're fully equipped, with a Triton-X and Doppler radar. Must know your stuff and make an excellent on-air presentation. Send resume, tape and references to: Michael Sullivan, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE, M/F. No phone calls, please.

Executive producer: For 70's market net affiliate. Minimum 3 years producing experience. Resume, references, and salary history to Box A-38. EOE. No tapes.

FOX Television, KRIV in Houston is seeking a senior producer for its main prime time newscast. Must have strong management skills, impeccable news judgement, great writing skills and a burning drive for news. A five (5) year track record as a news producer is a must. The senior producer will oversee the midday and weekend broadcasts as well as generate special reports. Send resumes and demo tapes to KRIV-TV, PO Box 22810, Houston, TX 77227. Attn: Will Wright, V/P News Director. No phone calls. EOE.

Aggressive Midwestern NBC affiliate looking for assistant news director, assignment editor, and general assignment editors to work in a fully computerized state-of-the-art newsroom. No beginners, please. Send resume to WHO Television Newsroom, 1801 Grand Ave., Des Moines, IA 50308. EOE.

Early news producer: Responsible for the 5:30 PM newscast. Work closely with executive producer and news director on direction and content of newscast. Must be a strong writer, organizer and coordinator. Must have strong producing skills to develop, write and organize the news for a logical, well-paced newscast. Must understand production techniques, work with engineering and production departments to identify and solve problems before the news airs. Must control and direct on-air reporters during newscast and deal efficiently with problems that occur during newscast. College degree in Journalism or Communications or equivalent experience required. Minimum two years producing newscast; handling multiple live remotes; dealing with people; organizing people and stories; meeting deadlines. Contact Tony Ballaw, News Director, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. WVEC Television, Inc. is an equal opportunity employer.

Consumer/business reporter: Responsible for generating, writing and reporting consumer, business and economic news stories. Must have strong writing and on-camera skills. Must be able to work well under deadline pressure. High journalistic and personal standards a must. Must have a professional on-air appearance. Must be able to work beyond schedule. College degree in Journalism required; additional course work in Business preferred. Minimum two years reporting at a commercial television station. "Live" and anchoring experience a plus. No phone calls, non-returnable 3/4" tapes only required. Salary negotiable, depending on experience. Contact Tony Ballaw, News Director, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. WVEC Television, Inc. is an equal opportunity employer.

General assignment reporter: We're looking for a night-side communicator who's versatile, aggressive, and can package for the 90's. Minimum two years experience. Art Jordan, News Director, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. No phone calls. EOE.

Producer/host: Young progressive public station seeks highly motivated producer/host for public affairs program. Responsible for live weekly show and other related activities. Must demonstrate broad-based knowledge of current affairs and strong writing and interpersonal skills. Requires Bachelor's degree, five years news experience. Send resume and production reel to: Personnel Office, Box 447, Amarillo, TX 79178. Deadline February 1, 1990. EOE.

Washington news producer wanted for British television morning program. Two years experience in television production preferred. Must be able to make editorial judgments, particularly in the areas of Washington politics and Latin American affairs. Salary negotiable. Please send resume and non-returnable tape to Clark Benton, Independent Television News, 1726 M St., NW, Suite 703, Washington, DC 20036. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion writer/producer: WCBS-TV New York is looking for a top promotion writer/producer to add to our exceptional staff. Ability to do breakthrough work under time pressure required. No phone calls and no beginners please. Send a reel to: Lee Minard, WCBS-TV, Advertising & Promotion, 513 West 57th Street, New York, NY 10019. Equal opportunity employer.

Producer: Growing Midwest video production company is seeking an experienced producer. Qualified candidate must have 5-7 years video production experience with a minimum of 2 years in producer role, preferably working on corporate training and sales marketing presentations. Salary commensurate with experience. Please send resume ONLY to: Jay Phillips, Telematrix, 5635 West 80th St., Indianapolis, IN 46278. EOE.

Research director: We are looking for a research director for the nation's #1 independent television station. Our needs include a person who can work with sales and programming. This individual must be able to work with overnights and have a good understanding of the broadcast industry. Since this is a new position, you must be a self-starter and creative. Send resumes to Roger Werner, KMSP-TV, 6975 York Ave. S., Minneapolis, MN 55435. No phone calls, please. EOE.

WSMV, Nashville seeks studio camera/lighting operator. Minimum 2 years experience. Contact Joe Adair, WSMV, PO Box 4, Nashville, TN 37202. EOE.

Director/technical & director/videographer: Number one rated CBS station has immediate opening. Job includes directing live newscasts, local program productions and shooting documentary, commercial and promotional materials. Work with Grass Valley 300 switcher. Send resume, tape and salary requirements to: Matt Hefernan, 3301 W. Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

Promotion manager: Sunbelt network affiliate. Seasoned pro needed for #2 position at extremely aggressive top 20 station. Must be exceptional writer/hands-on producer able to supervise others. Only news promotion wizards need apply. Resume only to: Box A-49. EOE.

Television producer/director: Responsible for all phases of state and national video teleconference production. BA/BS required, MA/MS preferred. Three years experience with ENG/EFP and studio production in the public or commercial broadcast television. For a complete job description and application send resume to: Producer/Director Search, Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585. Deadline for resumes: March 1, 1990. Employment start date: June 1, 1990. OSU is an affirmative action/equal opportunity employer.

Promotion manager: Act III Broadcasting, Fox Independent "V" in top 50 market offers excellent benefits and competitive salary to aggressive promotion professional. Must be skilled in execution of entire ad campaign including outdoor, radio, print, and on-air. Ideal candidate is experienced in budgets, co-op, contests, media relations and Kids Club. Send resume to General Manager, WVAH-TV, 11 Broadcast Plz., Hurricane, WV 25526. EOE.

Producer/director: A small, progressive PBS affiliate in West Virginia seeks an innovative cultural affairs P/D, accustomed to single camera productions. Individual expected to produce and/or direct a wide range of high quality programming including promotional pieces, documentaries, entertainment programs, and some multi-camera remotes. Duties require script writing and off-line editing. Five years production experience required. Salary: \$20,000 plus good benefits. Send application and resume by February 5, 1990, to: WNPB-TV, Personnel, PO Box TV-24, Morgantown, WV 26507-1316. EOE.

Associate producer: We're looking for an experienced associate producer who is creative and full of ideas to tackle both one hour/one topic shows and a daily multi-topic talk/entertainment program. Network affiliate looking for someone with established contacts and prior experience who works well in a fast-paced, high stress environment. Letters, resumes and references to Box A-50. EOE.

Video tape editor: A small, progressive PBS affiliate in West Virginia seeks a creative and skilled video tape editor who will be required to do both on-line and off-line editing. This person must have a thorough knowledge of video tape editing concepts and techniques and have experience in computerized video tape editing. Three years or more of television production experience required. Salary: \$20,000 plus good benefits. Send application and resume by February 5, 1990, to: WNPB-TV, Personnel, PO Box TV-24, Morgantown, WV 26507-1316. EOE.

Florida Public TV is seeking creative program manager with strong administrative abilities and ability to direct local program affairs and documentary efforts; must suit station team management approach. Bachelor's degree in Broadcasting required plus five years of experience, two in supervisory capacity. Salary minimum range: \$23,317. We are an Equal Opportunity/Affirmative Action Employer. Interested applicants should call WFSU-TV at 904-487-3170 for further information.

Paintbox artist: Hollywood post production facility is looking for an outstanding creative talent to act as art director and primary paintbox artist for our computer graphics department. Our system features a Quantel Paintbox, Abekas A-62 DDR and Abekas A-53 DVE. Ideal candidate will have a minimum of two years of hands-on Paintbox experience, a good working knowledge of post production, excellent client skills and a strong technical aptitude. Great opportunity with growing company. Please send letter and sample reel to: Michael Levy, Video Transitions, 910 N. Citrus, Hollywood, CA 90038. 213-465-3333. EOE.

Production manager: WXXI-TV, Rochester, New York is seeking a manager to oversee station studio, remote and EFP television production. Minimum four years experience in television production and prior supervisory background required. Prior directing experience desired. Send resume, cover letter and salary requirements to: WXXI, Personnel Department, PO Box 21, Rochester, NY 14601. EOE.

Field camera and sound positions now open with Tampa Bay area production company. ENG & EFP experience required. Send resume immediately to Video Techniques, Box 9649, Bradenton, FL 34206-9649. EOE.

Promotion producer: KVOS-TV is seeking an experienced promotion producer with demonstrated skills in conceiving, writing, directing, lighting, shooting, editing and supervising the post production of on-air promotion. Familiarity with Grass Valley 200, computer editing, Abekas DVE & Still Store & Chyron IV desired. One year previous experience as on-air promotion producer is required. State-of-the-art facility. Beautiful Pacific Northwest location. Send resume & tape to: Promotion Producer Search, KVOS-TV, Inc., 1151 Ellis St., Bellingham, WA 98225. EOE. Deadline: February 5, 1990.

Producer/director for full service public television station in one of the fastest growing cities in California. No cold, no earthquakes, reasonable cost of living, excellent fringe benefits. Opportunities to create and direct studio and remote programs as well as documentaries and features. The right candidate will have some producing and directing experience, and is a hands-on, get-the-job done type of person. Experience in switching, audio, editing, videography, and announcing all helpful. Salary \$20-\$25,000. Send resume and audition tape by February 15 to John White, KMTF-TV, 733 L St., Fresno, CA 93721. EOE.

Artist: The Weather Channel, Inc. is looking for a talented artist who will provide graphic support for television broadcast. Position requires two years of Quantel Paintbox or Aurora 280/220 experience, strong design and illustration skills. Print experience a plus. Send resume to Eddie Terrill, The Weather Channel, 2600 Comberland Pkwy., Atlanta, GA 30339. EOE.

Producer/writer: Commercial producer needed for WCBD-TV. Must have strong creative writing skills, extensive television production experience and 2-3 years experience as producer/writer. Send resume tape to: WCBD-TV, Personnel Department #673, PO Box 879, Charleston, SC 29402. Tapes will not be returned. EOE, M/F. Applicants drug screened.

Associate producer/reporter: For National ITV series, Starfinder - 35 programs. Produced in assoc. w/Space Telescope Science Institute, programs feature discoveries of the Hubble Space Telescope (to be launched March 1990). Series target Junior High. Reporter will also host series. Requires strong on-camera presence, and strong research skills. Beginning mid-February 1990. Salary mid-20's, DOE. Maryland INTEC, national producer of ITV programming, shares facilities with Maryland Public Television. Send resume, reel to Starfinder, RPTR, Maryland INTEC, 11767 Bonita Ave., Owings Mills, MD 21117. EOE.

WPBT/TV2, located in sunny south Florida, has a unique, challenging position for an experienced creative scenic designer to assume responsibility for the design and construction of properties and sets used in the production of television projects. Related degree or formal training and 2-3 years experience in scenic design at a broadcast operation required. We offer competitive salary and benefits package. Send resume and salary requirements to: Human Resources Department, WPBT, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H/V.

Senior producer: For one-hour daily public affairs television program taped just outside of New York City. Requires strong news sense, solid writing experience, leadership and management abilities, deadline oriented. Minimum of five years experience in television production required. Resume to Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

Dedicated production facility looking for a strong producer/director. New facility with two edit suites; and in-house computer graphics needs capable person to direct studio, remote and live tape sessions. Meets with clients on creative and budget, requires some writing and producing. Books and schedules assigned work units, and coordinates information with other departments. Responsible for client contacts and revenue generating sales calls. Requires high-school diploma, and 3 years prior related experience. Must have computer editing skills and videography skills are a plus. Send resume to Box A-53. EOE, M/F. No tapes.

NBC affiliate with high-tech production facility needs production person with strong lighting/shooting/editing background. Excellent chance to use full range of your abilities, creating high-end commercials and long-form programming. Send demo, resume and salary history to: Penny L. Adkins, KTGF-TV/Continental Productions, 118 Sixth St S., Great Falls, MT 59405. EOE.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131.

Sportscaster: Your market deserves to fill two positions with one person. TV affiliate hires sports anchor/reporter. Local sports network gets P-B-Per. Call Mark Heller, 619-721-3043.

Want a bargain? Forget the over-inflated salaries of news anchors. Forget the 6 and 7 figure bidding war over news reporters. I'll be the hardest-working, cheapest-paid reporter you hire. Network level experience behind camera. Great references. NYU Journalism degree. Box A-3.

Minority female anchor. Network experience. Superb writing skills. Known to take station to top. Call 803-873-1402.

News/sports anchor. Mature. Experienced. Personable. Caucasian. Now in N. Texas. 214-270-1114 mornings.

Attorney broadcasting in #1 market seeks full-time TV reporter position. Let me boost your legal, consumer, political coverage. Call Gary during day at 201-261-7676.

Be brave! Be first in your market to have a weathercaster who doesn't numb the audience into unconsciousness. Call 612-935-9293.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Recent technical school graduate looking for first job. I know how to use audio boards, cameras, character generators, switchers and videotape editing controllers. Call or write to: James Arthur, PO Box 141, Clarinda, IA 51632. 712-542-4320.

Master control operator for major national cable network seeks opportunity in large market area. Two years experience. Box A-51.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

Primo People: The news director's friend! We can deliver the best talent—immediately! Call Steve Porricelli or Fred Landau at 203-637-3653. Box 116, Old Greenwich, CT 06870-0116.

Attention Vidifont users: Graphics V specialist will train your staff in all phases of usage or work with you to design and compose new graphics. Call 203-271-3401 and leave message.

Free information: "How To Start Your Own Local Cable Television Advertising Business." Thousands of channels available. No license required. 918-647-2337.

Bill Slater's Talent Agent Directory. New low price—\$9.95. 514 S. Union St., Natchez, MS 39120.

Work and play in sunshine mecca! Looking for anchor/reporter, weathercaster, executive producer, and sports-caster. Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476.

Free job listings! Just send us your resume and a self-addressed stamped envelope. We'll mail you a generous sample of our current leads, plus subscription information on The Hot Sheet—Broadcasting's most comprehensive employment publication! Media Marketing, PO Box 1476—XJB, Palm Harbor, FL 34682-1476. 813-786-3603.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Dean, Extended and Continuing Education. Western Illinois University, seeks nominations and applications for a newly expanded position. Experienced administrator to coordinate 7 units (Rock Island Regional Undergraduate Center; Extension; Non-Credit, Non-Traditional, and Independent Study Programs; Satellite Uplink, and Broadcast and Educational Communication Services.) WIU is a state-supported, comprehensive institution with an enrollment of 13,000 of whom 1800 are enrolled in off-campus sites. Applicants should have the earned doctorate with record of scholarly research and/or professional activities; five years administration in continuing education; demonstrated ability to develop cooperative relationships with faculty and central administration; and success in marketing continuing education programs. Salary is competitive. Deadline for nominations is March 1st and application deadline is March 12, 1990. Position begins July 1, 1990. Please send letter of application, curriculum vitae, names and addresses of five references to: Dr. Rosemary Allen, Chairperson, Search Committee, Dean of Extended and Continuing Education, Brophy Hall 211, Western Illinois University, Macomb, IL 61455. WIU is an AA/EOE.

Radio/Television/Film: Tenure-track assistant/associate professor in radio/television/film to start September, 1990. Courses to be taught may include history, criticism, quantitative research, audience analysis, management, and the theories of broadcasting, video and film as well basic production in one or more of these media. Candidates should have a PhD, evidence of a commitment to research, publication, and instruction in the field. Experience in teaching large classes is desirable. Salary will be commensurate with qualifications and experience. The University of North Texas is an emerging national research institution located in the vibrant and rapidly expanding Dallas-Fort Worth metropolitan area. Deadline: March 15, 1990. Applicants should send a letter of application, their resume, and three current letters of recommendation to: Dr. Gerry Veeder, Search Committee Chair, Division of Radio/Television/Film, The University of North Texas, PO Box 13108, Denton, TX 76203-3108. Women and minorities are especially encouraged to apply. UNT IS AN Affirmative Action/Equal Opportunity Employer.

HELP WANTED SALES

Sales reps: Testing equipment. International mfg. of sophisticated audio system and network testing equipment needs reps throughout the US. Proven track record with broadcasters required. Reply to Box A-39. EOE.

EMPLOYMENT SERVICES

Attention - Hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R 8435.

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent, New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

Entry level reporters: One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center. 602-285-1143.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis of Beta. Will pay shipping. Call Carpel Video. 301-694-3500.

Getting a new news or interview set? Sell us your old one. Send VHS or 3/4" tape to PO Box 555, Columbus, OH 32126.

Want to purchase used Motorola AM stereo system. Contact Daryl Hodges, PO Box L, Elizabethtown, KY 42702. Phone 502-769-1400.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM Harris MW50A (1980), like new. CCA-AM 50,000D (1976), excellent condition. Transcom Corp. 215-884-0888. FAX 215-884-0738.

FM transmitters CCA 28,500 (1980) Harris FM20K (1980), CCA FM 20,000DS (1972), RCA BT20E (1976), 3.5Kw McMartin (1985), 5Kw Gates FM 5G(1967), RCA 5D (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters: Harris SX-1 (1985), Sparta SS1000 (1981) Collins 20V3 (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (197681), Gates BC-5P2 (1967), McMartin BA2, 5k (1981). Transcom Corp., 215-884-0888, Fax 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Elcon evaluate 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog! To order call Carpel Video Inc., toll free, 800-238-4300.

Farinon 12/13 Ghz microwave systems. Tuned and tested on your frequency. Transmit-receiver package. \$4995.00. Audio subcarriers, dishes and waveguide also available. Maze Broadcast. 205-956-2227.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Exchange National Funding. 214-422-5487.

Save on videotape stock. We have 3/4 & 1" evaluated broadcast quality videotape. Available in all time lengths, Call IVC, toll free, 800-726-0241.

Sony DXC M3A, Sony BVU 6800, Canon 15 x 9.5 lens, 4 batteries, 2 adaptors, charger, cables. Vernal Productions, 206-542-3532.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems. 602-582-6550.

Abekas A-52 \$17,995; BVU 800 \$6,500; CPL switcher 6119 \$1,500; BVH 1100/TBL2000 \$19,900; Chyron VP-2 Plus with Multifont \$3,750. Call John at Video-It, 213-280-0505.

2 NEVE audio consoles. Modes 5315/24 (approx. 8/9 years old). 24 inputs (mic/line). 24 3 band equalizers. 203-244-1734.

Sony 2550 video switcher w/chromakeyer, MXP-29 audio mixer, monitors and much more. Equipment like new. Call Dave, 509-536-6364.

6.5/7 Ghz MRC portable video microwave system available for short term rentals. Contact Don Holloway. 818-506-1374 or Fax 818-506-0902.

Wolfcoach EFP vehicle 4x4 Ford E 350 Super Van. System capability: 4 cam's, 4 VTR's, Grass Valley 1600 - 1a switcher, Sony stereo board, Ikegami monitors, Tektronix scopes, RTS communications, shooting platforms front, rear, top. Microwave tower, 6.5 Kilowatt Oman generator. Excellent condition. 212-929-5035.

RADIO

Help Wanted Management

GENERAL MANAGER, EAGLE 107

The All New Classic Hits Eagle 107 is ready to soar! Burbach Broadcasting, a growth oriented company, is looking for a leader to take Wheeling's most exciting new station to the top. We are looking for a manager who is willing to do whatever it takes to win. Come join our team for the Nineties. Send resume and salary requirements to Rich Homberg, President, Burbach Broadcasting Company, 80 Fairway Drive, Jamesburg, NJ 08831. Or Fax to 201-521-9115. EOE, M/F

GENERAL MANAGER

Dynamic North Central AM/FM in market of 400,000. This Combo has a 20 share of audience and has heritage franchises on both stations.

We need a dynamic leader who is a strategist, motivator, planner and champion. Everything about this property is excellent. Perfect opportunity for GM/GSM on the way up.

This is an existing station and an exciting opportunity with a substantial group owner. Our current manager is retiring, but we haven't informed our staff yet.

Please reply in confidence to:

Jim Carlson,
Media Strategies,
26400 Lahser Rd., Suite 215,
Southfield, MI 48034.
EOE

Help Wanted Sales



GENERAL SALES MANAGER

COOL 105.9 WOCL-FM, Orlando's Oldies powerhouse is looking for strong leader and motivator with established success record in radio sales management. An exceptional opportunity in one of the hottest, fastest growing markets. Join a young, progressive broadcast group. Contact or rush resume to Garry Eaves, General Manager, COOL 105.9, 2101 State Road 434, Longwood, Florida 32779.

An equal opportunity employer.

Situations Wanted Management

MAJOR MARKET GENERAL MANAGER

Top notch General Manager available, specializing in turn around or growth opportunities. Great track record and outstanding references. All replies will be held in the strictest confidence.

Write to Box A-37

GENERAL MANAGER or GROUP HEAD AVAILABLE

Considerable experience in acquisitions and group management as well as extensive and successful background as General Manager in medium and major markets.

Start-ups and turnarounds welcomed.

Excellent references.

Relocate for quality opportunity in top 75 markets.

Phone for complete resume.

Deane Johnson
503-472-1221

TELEVISION

Help Wanted Sales



ACCOUNT EXECUTIVE

Successful major market television station seeks account executive.

Position requires complete working knowledge of the station's programing, thorough understanding of the content and use of the rating books, as well as knowledge and understanding of co-op advertising and selling techniques and the ability to generate co-op billing. Two years broadcast sales or media buying experience necessary.

College degree preferred.

Send resumes to:

WKBD-TV
PO Box 50

Southfield, MI 48037

Attention: Personnel-A.E.
An Equal Opportunity Employer, M/F



Help Wanted Sales Continued

RETAIL RESEARCH ANALYST

Seeking analyst with expertise in Scarborough, Simmons, Donnelley and Prizm or like services to provide research support for retail and new business development. College graduate with desk-top publishing, rating service expertise and problem solving skills. Minimum of 2 years' television experience, sales knowledge and computer literacy required. Send resumes to: Jacqueline Comeau, Vice President Research, WNEV-TV, Inc., 7 Bulfinch Place, Boston, MA 02114.

No Phone Calls Please.

An Equal Opportunity Employer.



WNEV

DIRECTOR OF MARKETING

Telecom Broadcasting, Inc. (T.B.I.), a leader in the Satellite Communications Service Industry, is seeking a hands-on Marketing Director.

3-5 years experience and knowledge of the racing, sports and entertainment industry required. Responsibilities will include planning and implementation of a comprehensive marketing strategy for the 1990's. Administrative and organizational skills a must.

Please send your resume with cover letter and salary history to

Mrs. Helen Hunter
Telecom Broadcasting, Inc.
1930 South Hill Street, Suite 206
Oceanside, CA 92054
Fax 619-439-8838
Telecom Broadcasting is
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Across the U.S., companies and unions have dramatically improved productivity, quality, and employment security by tapping the ideas of some willing and able partners—American workers.

To find out how your company can tap this valuable resource, write:

Elizabeth Dole
Secretary of Labor
U.S. Department of Labor
Room N-5419
Washington, DC 20230

BizNet: We Mean the World to Business

DIRECTOR OF MARKETING TELEVISION SALES

BizNet, the telecommunications service of the U.S. Chamber of Commerce, has immediate opening in television sales management. We seek a highly creative, aggressive, motivated person to take charge of total sales marketing effort. If you are a seasoned professional with a minimum of five years experience in combined fundraising and TV ad sales with strong general sales management background, we want to talk to you.

In addition to your personal sales you must have the ability to lead and motivate a sales staff to achieve new business development goals. If you have a proven track record in sales and general sales management, and you are willing to travel, send resume in confidence. Attractive base plus commission incentive. Excellent benefits.

Employment Manager
U.S. CHAMBER OF COMMERCE
1615 H Street, N.W.
Washington, D. C. 20062

(The U.S. Chamber is not a government agency)
EOE

Help Wanted News

WWOR-TV VIDEO TAPE EDITOR

This Number One market VHF Independent is seeking a creative Tape Editor with good news judgement. Shooting experience helpful. No button pushers or beginners, please. Resume to: **Human Resources Dept-BC #102**

WWOR-TV
9 Broadcast Plaza, Secaucus, NJ 07096
Equal Oppy Employer M/F/H/V

Help Wanted Technical

***One of America's
leading independents
needs three top
talents to take us
into the Nineties!***

CMX editor/technical director—For promo and program editing. Experience in ADO, Grass Valley 300, CMX 3400 and Chyron 4200 a plus.

ENG maintenance engineer—Full familiarity with BetaCam field and editing equipment, microwave and two-way radio systems required.

Electronics Graphics Designer—Heavy news and promotion experience required on Quantel and Color Graphics Paint systems; experience in Chyron 4200 EXB w/motion a plus.

Send resumes only please (topes & portfolios will be requested later) to:

KTLA Human Resources
5800 Sunset Blvd.
Los Angeles, CA 90028



Help Wanted Programing Production & Others Continued

SPECIAL PROJECTS VIDEO TAPE EDITOR

Award winning production unit seeks video tape editor who knows all the production whistles and bells. We produce Pittsburgh Steelers pre-game shows, entertainment and public affairs programs. Experience with Sony BVE-5000 and ADO preferred. Send resume and tape of your creative editing to:

Mark Barash, PD/OM,
WPXI-TV,
11 Television Hill,
Pittsburgh, PA 15214.



POST PRODUCTION DIRECTOR/EDITOR

Commercial production unit of local network affiliate is seeking a Director/Editor to work with clients in post production, directing and CMX editing. Qualified candidates should have three to five years of CMX or equivalent editing experience. Send resume to:

PPD - BRD
Personnel Department
PO Box 77010
Atlanta, GA 30309
An Equal Opportunity Employer



IMMEDIATE OPENING

Production Computer Editor.
Position requires creative problem solving skills and an ability to work well with commercial clients. Only people with two to five years of experience using high end equipment need apply. GVG switcher, editor. Sony Beta SP VTRs, ADO, DVE.

Please send resume to:

WKBD-TV
PO Box 50
Southfield, MI 48037-0050
Attention-Personnel PCE
An Equal Opportunity Employer, M/F



DIRECTOR / PRODUCER

WTAE-TV has an opening for a Director / Producer.

Candidates must have at least 2-5 years experience in directing TV programs, news, commercials and specials, with emphasis on producing special programming events. Some technical knowledge is helpful. Bachelors in Communications or equivalent is desired.

Resumes only
Tapes on request.
No phone calls please.

Joe Phillips
Production Supervisor
WTAE-TV
400 Ardmore Boulevard
Pittsburgh, PA 15221

EOE M/F

WTAE-TV

PROMOTION WRITER/PRODUCERS WPIX NEW YORK

Are you ready for the Big Apple? We're looking for writer/producers to join our award-winning promotion staff.

If you've got what it takes to perform on the biggest stage of all, we want to hear from you. Strong writing skills, production experience and high energy a must.

Send tape and resume to:

Creative Services Dept.
WPIX
220 East 42nd Street
New York, N.Y. 10017



An equal opportunity employer

Help Wanted Programing Production & Others

SPECIAL PROJECTS PRODUCER

PITTSBURGH STEELERS, RIVER FESTIVALS, SPEEDBOAT RACES, HOLIDAY PARADES AND CHRISTMAS CAROL CONCERTS. THESE ARE JUST A FEW OF THE PROJECTS OUR PROGRAMMING DEPARTMENT PRODUCES. WE NEED AN EXPERIENCED PRODUCER/WRITER TO HELP WORK ON AND DEVELOP THESE AND OTHER SIMILAR PROJECTS FOR PITTSBURGH'S NBC-TV AFFILIATE'S AWARD WINNING PRODUCTION UNIT. THE SUCCESSFUL CANDIDATE MUST KNOW HOW TO PUT A STORY TOGETHER FROM START TO FINISH. EXCEPTIONAL WRITING ABILITY IS A MUST. EDITING SKILLS ARE A PLUS.

SEND RESUME AND TAPES TO
MARK BARASH,
PROGRAM DIRECTOR/
OPERATIONS MANAGER,
WPXI-TV
11 TELEVISION HILL
PITTSBURGH, PA 15214



Writing BROADCAST NEWS

**Shorter,
Sharper,
Stronger**

A professional
handbook

MERVIN BLOCK

This lively book is becoming the 'bible' for radio and TV newswriters. Mervin Block has written award-winning copy for CBS Evening News, ABC Evening News and WNBC-TV, and worked as executive producer at WBBM-TV in Chicago. He speaks to newswriters in the same way they're supposed to write—clearly, simply, directly.

The book covers:

- The Dozen Deadly Sins and other common mistakes
- Ways to deal with problems writers face
- Thousands of asides and pointers on usage
- Tips to make you more adept at writing for the ear

Says Charles Kuralt, "Mervin Block is an old pro at television newswriting from whom anyone could learn a lot. I know I have. His clinic, criticism and instruction offer the writer of news a wonderful opportunity for improvement." Bibliography and index.

WRITING BROADCAST NEWS
(230 pp, hardcover) will help you write more effective copy. To order, send just \$22.95 to:

Broadcasting Book Division
1705 DeSales St., N.W.
Washington, D.C. 20036.
Or call 1-800-638-7827 to use VISA or MasterCard.

ALLIED FIELDS

Help Wanted Technical

Associate Director Satellite Operations PBS

PBS is seeking an experienced technical professional to manage the operations of the Satellite Operations Center. Responsibilities involve daily oversight of personnel, quality control, satellite uplinking and downlinking services, and maintenance of earth terminal and microwave equipment.

Other responsibilities include advising PBS management on corporate policy relating to satellite interconnection, repair, and proposed systems and equipment; controlling expenditures and managing budgets; supervising refurbishment and ongoing maintenance of plant and grounds; and monitoring safety/security procedures.

Qualifications: Bachelor's degree in Engineering or Physics, Master's degree preferred. Must have at least 5 years experience in satellite telecommunications technology and theoretical knowledge of the operation and maintenance of satellite and microwave systems in TV system applications. Must also have the ability to plan and implement projects, manage personnel, and represent PBS to member station technical staff. PBS offers a salary commensurate with experience and an excellent benefits package. Please submit letter of interest, resume, and salary requirements to:

PBS
Attn: Carla A. Gibson,
1320 Braddock Place,
Alexandria, VA 22314
PBS is an equal opportunity employer.



Public Notices

The Interconnection Committee

will meet at 9:00 a.m. on February 6, 1990 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes satellite replacement, FY 1991 final interconnection report, transponder utilization, and other business.

The Executive Committee

of Public Broadcasting Service will meet at 9:00 a.m. on February 7, 1990, at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers concerning programming, underwriting guidelines, education services, satellite replacement, home video, and other business; and reports from board committees, including Budget, Interconnection and Assessment Policy.

Help Wanted Sales

WANTED BROADCAST AUDIO EQUIPMENT SALES REPRESENTATIVE

We need an aggressive individual to join a growing, industry leading audio equipment manufacturing company. If you have 5 years or more experience in selling radio or TV equipment to distributors and end users, we'd like to talk to you about this once in a lifetime opportunity.

Position requires as much as 50% travel. Compensation is commensurate with experience and includes an excellent benefits package.

Send your resume and salary history to:

Box A-56

EOE.

Educational Services

Entry Level
GENERAL ASSIGNMENT TV REPORTERS

- 1 or 2 day Private On Camera Delivery Coaching
- Professional Demo Tape
- Instruction Video for Aspiring and Current On-Air Reporters & Anchors

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CALL (619) 270-6808

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\$2 per minute

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Don Fitzpatrick Associates presents:

THE PIPELINE 1-900-456-2626

Lets you be among the first to know...

Instant TV information by phone:

- job openings
- tips for improved on-air performance
- Rumorville, the source for industry news and gossip!

\$1.95 for the first minute, \$.95 each add'l.
Call Now!



GET REAL!

The real source of job leads for the television industry is **MEDIALINE**. We deliver daily reports of news, weather, sports, production, programming and promotion jobs to hundreds of clients nationwide. **GET REAL! GET MEDIALINE.**

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In CA: **1-408-648-5200**



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PO Box 51909, Pacific Grove, CA 93950

MCN Can Help You Find A Better Job. Even If You Are Not Looking.

As much as you may like your job, MCN may be able to help you find one you'll like even better. Send us your resume, and we will incorporate you into our referral service. It's free, it's easy, and it's confidential.

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CAREERS
NETWORK**

Media Careers Network (MCN)
PO Box 15174 • Charlotte, NC 28211
(704) 362-2739

Wanted to Buy Stations

**LOOKING TO BUY
FM CP'S
AND
TURN-AROUND
AM'S & FM'S.
ALL REPLIES
CONFIDENTIAL.
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Media

Appointments at Landmark Communications, Norfolk-based owner of one AM, one FM, two TV's and The Weather Channel: **John O. Wynne**, chairman, The Weather Channel, and president, broadcasting and video enterprises division, Landmark, named COO of Landmark and president of newly created newspaper and broadcasting group; **Michael J. Eckert**, president, The Weather Channel, adds duties of president, broadcasting and video enterprises division, succeeding Wynne; **Richard F. Barry III**, president, Landmark, named CEO, Landmark.

John H. Levergood, president and COO, Scientific-Atlanta, Atlanta, joins Dowden Communications, Atlanta-based multiple system operator, as president.

Peter Temple, VP and station manager, WNYW(TV) New York, joins WLVI-TV Cambridge, Mass. (Boston), as VP and general manager.



Temple



Bennett

Timothy Bennett, program director, WLS-TV Chicago, joins WTVD(TV) Raleigh, N.C., as president and general manager.

James A. Reeder, managing partner and CEO, Radio U.S.A. Ltd., Houston, joins SunGroup Inc., Nashville-based radio group owner, as VP, radio and COO of Southwest division there. **Bennett S. Smith**, VP and secretary, SunGroup, named general manager of SunGroup's WOWW(FM) Pensacola, Fla., and VP of SunMedia, which is subsidiary that operates WOWW.

John Terboss, general manager, WSYR(AM)-WYYY(FM) Syracuse, N.Y., and **Maggie Duggan**, president, CommercialWorks, Bridgeport, Conn.-based commercial production firm, named VP's of parent company, NewCity Communications.

Rick Sellers, director of operations, WMT-AM-FM Cedar Rapids, Iowa, named VP, operations and programming, of parent company, Wonderful Music and Talk Inc. there. **Jim Doyme**, local sales manager, WMT-AM-FM, named VP, sales, Wonderful Music and Talk Inc.

Peter Athanas, VP and general manager, WRCO-AM-FM Richland Center, Southern Wisconsin Cable Inc., Lake Geneva, and

Ripon Cable Co. Inc., Ripon, all Wisconsin, named president. He succeeds John F. Monroe, who died Dec. 12, 1989 (BROADCASTING, Dec. 18, 1989).

Dennis Farrell, controller, Group W's KPIX(TV) San Francisco, named VP, controller, Group W Satellite Communications, Stamford, Conn.

Andrew F. Mars, director of sales, WODS(FM) Boston, joins KWIZ-AM-FM Santa Ana, Calif., as VP, station manager.

Sales and Marketing

Stephen Cook, general sales manager, WUSA(TV) Washington, named VP and general sales manager.

Appointments at CBS Television Stations, National Spot Sales, New York: **John W. Hirsch**, general sales manager, WTEN(TV) Albany, N.Y., to director of sales; **Nancy Aeschbach**, account executive, Petry Television, New York, to same capacity; **Jody Miller**, account executive, Harrington, Righter and Parsons, New York, to same capacity.

Larry Strumwasser, account executive, Te-

leRep, New York, named sales manager.

Thomas A. Neeson, general sales manager, KTXH(TV) Houston, joins Seltel, Boston, as general manager.

Don Scott, public relations director, non-commercial WTVI-TV Charlotte, N.C., joins noncommercial WOSU-AM-FM-TV Columbus, Ohio, as marketing director.

Cole Carley, general sales manager, WDAY-TV Fargo, N.D., joins KBJR-TV Superior, Wis. (Duluth, Minn.), in same capacity.

Mike Rondinone, account executive, WOR(AM) New York, named New Jersey sales manager.

Bruce Supovitz, senior account executive, WWRC(AM)-WGAY(FM) Washington, named retail sales manager.

Daniel Ronayne, affiliate marketing manager, Prism, Bala Cynwyd, Pa. (Philadelphia), named director of marketing.

Programing

Larry Lynch, president, Kelly Entertainment Co., Los Angeles, joins Orion Television Entertainment, Los Angeles, as senior VP,

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ABC Video goes international



Healy

ABC's Jack Healy, already active in the company's expanding international TV activities, has been named president, Capital Cities/ABC Video Enterprises International, a new position.

Replacing Healy as president, ABC Distribution Co., will be Archie Purvis, former senior vice president.

The new international division will consolidate Capcities/ABC's investments in European program companies Tele-Munchen of Munich, Tesauero of Madrid and a soon-to-be-announced interest in Paris-based Hamster Productions. The company, which late last year named ABC-owned wrvi-TV Philadelphia President-General Manager Richard Spinner to oversee its European interests out of Munich, also has an interest in London-based satellite sports channel



Purvis

Screensport.

Continuing to report to Healy, who joined the company in 1970 and advanced through the ranks of corporate planning, will be Purvis of ABC Distribution, which is responsible for domestic and international distribution of the company's owned, co-produced and acquired programming. Purvis, a former MCA executive, joined the company in 1980 and had been in his last post since 1986.

Also reporting to Healy will be Ultra Entertainment, an independent production unit formed under executive Bob Rubin earlier this year to produce programming for the U.S. cable and foreign TV markets. Healy will continue to report to the president of Capcities/ABC Video Enterprises, Herb Granath.

marketing.

Peter Broome, VP, Australia and Far East territories, Twentieth Television, Sydney, Australia, announces his retirement after 41 years with Twentieth Century Fox. **Tom Warne**, president of entertainment, Australia's Network 10, succeeds Broome.

Marc S. Granirer, chief financial officer, The Arthur Co., Universal City, Calif., adds duties of executive VP, corporate affairs.

Victoria Strong, president and founder, Strong Production Group, New York, joins Children's Television Workshop there as director of program development and marketing for commercial ventures.

Douglas P. Collins, executive producer-director, Com/Tech Communication Technologies Inc., New York, named executive producer, FNN's *Inside Corporate America*. *Inside Corporate America* is produced by Com/Tech and FNN.

Cynthia Parsons, director of publicity, New Line Cinema, New York, joins *Later...with Bob Costas*, NBC there, as producer.

John Merrow, education correspondent, *The MacNeill/Lehrer NewsHour*, New York, joins The Learning Channel, Rosslyn, Va., as executive editor/anchor, *Learning Matters*, new 30-minute weekly series devoted to learning.



Schulte



Denison



Gerken

Susan Denison, senior VP, marketing, Revlon, New York, joins Showtime Satellite Networks there as executive VP and general manager, succeeding Stephan W. Schulte. **Angela B. Gerken**, senior VP, strategic planning, Showtime Networks, New York, named senior VP, programming and opera-

tions, Showtime Satellite Networks.

Lisa Kerr, affiliate relations manager, C-SPAN, Washington, named manager of affiliate marketing.

Laurie Zaks, director, artist and talent relations, MTV and VH-1, New York, named executive-in-charge of talent and development, special programs, HA!

Tom Carr, producer, director and writer, ABC Radio Networks, New York, named producer, Morning Prep Show, ABC Radio Networks' weekday comedy service for morning drive air personalities. **Heidi Oringer**, account executive, WCBS(AM) New York, joins ABC Radio Networks there as producer, Morning Prep Show.

News and Public Affairs

Scott Goodfellow, VP and bureau chief, Conus Communications, Washington, joins Christian Science Monitor there in newly created position of chief of Washington radio and television bureau. Christian Science Monitor produces *World Monitor*, 30-minute nightly news journal which airs on Discovery Channel.



Kemp



Linden

Renne Kemp, weekend co-anchor and general assignment reporter, WVTM-TV Birmingham, Ala., joins KRON-TV San Francisco as East Bay reporter. **Tom Linden**, health and science correspondent, CNBC, Fort Lee, N.J., joins KRON-TV as health and environmental reporter.

Glen Rochkind, freelance producer and former field producer, *USA Today on TV*, named London bureau chief, CNBC.

William J. Crowe Jr., former chairman, Joint Chiefs of Staff, Washington, joins ABC News as consultant on national security and international affairs.

Mike Crew, news director, WJKS(TV) Jacksonville, Fla., joins KHTV(TV) Houston in same capacity.

Appointments at CNN's new in-depth reporting and investigative unit: **Alan Weisman**, producer, *60 Minutes*, CBS, New York, to senior producer there; **Martin Koughan**, senior executive producer, TBS Productions, Atlanta, to senior producer there; **Brian Barger**, correspondent, Public Broadcasting Service, Washington, to same capacity there.

Julie Hall, acquisitions manager, HBO, New York, joins CBS there as manager, hard news center.

Robin Roberts, sports anchor-reporter, WAGA-TV Atlanta, joins ESPN, Bristol, Conn., as anchor-reporter.

Ed Connors, freelance correspondent, Washington, joins UPI Radio Network there as correspondent covering U.S. House of Representatives.

John Corcoran, entertainment reviewer, WNEV-TV Boston, joins KCAL(TV) (formerly KHJ-TV) Los Angeles as entertainment reporter.

Appointments in news department, WLOS-TV Asheville, N.C.: **Dale McElrath**, 11 p.m. producer, to assignment editor; **David Plunkett**, weekend producer, succeeds McElrath; **Melissa Webb**, morning and noon producer, succeeds Plunkett; **Marla Hardee**, associate producer, succeeds Webb.

Technology

Ajay Chopra, founder, president and CEO, Pinnacle Systems Inc., Santa Clara, Calif.-based manufacturer and marketer of video production systems, named VP, engineering. Chopra will also remain director of Pinnacle. **Mark L. Sanders**, former VP and general manager, recording systems division, Ampex Corp., Redwood City, Calif., succeeds Chopra as president and CEO.

Paul Berger, manager, broadcast VTR product management, Sony, New York, named director, recording systems product management. **Carrie Kreeger**, national credit manager, Sony, New York, named director of credit business and professional products.

Julie Sikes, camera operator, KOCO-TV Oklahoma City, named production director/news technical director.

Promotion and PR

Tom Epstein, VP of public affairs, Disney Channel, Burbank, Calif., joins Playboy Entertainment Group, Los Angeles, as VP, marketing communications.

Michelle Nalley, production assistant, *Good Morning Oklahoma*, KOCO-TV Oklahoma City, named promotion assistant/special projects coordinator.



Robinson

Carole Robinson, director, program publicity, MTV, New York, named VP, press relations.

Gregory W. Taylor, freelance unit publicist, Disney Channel, Burbank, Calif., named director of advertising, publicity and promotion.

Appointments in promotion department, Media General Cable of Fairfax, Va.: **Eliza-**

Changes at Paramount

Paramount Pictures has named **Ileen M. Maisel** to senior vice president, European production, in a move to establish Paramount as the earliest American studio entrant to produce motion pictures in Britain. A Paramount spokeswoman would not confirm if this meant an expanded television production presence for UK-based Zenith Productions, of which Paramount acquired 49% interest at the end of 1988. Maisel comes from the Brillstein Co., where she headed motion picture production since last January.

Beth Street, secretary, promotion and pay-per-view department, to program guide coordinator; **Jeanine Taylor**, marketing coordinator, to marketing services manager; **Kathryn Paolucci**, creative services coordinator, to creative services manager.

Allied Fields

Ernie Schultz, former president, Radio-Television News Directors Association, Washington, joins staff of Senator Don Nickles (R-Okla.) there as communications director.

Ed Quinn, VP and general manager, KGTU(TV) San Diego, named winner of McGraw-Hill Chairman's Award for Excel-

lence in broadcast category.

Lawrence P. Fraiberg, president, MCA Broadcasting, New York, named winner of Trustees Award, National Academy of Television Arts and Sciences, New York.

Deaths

Alan Handley, 77, television director and producer, died of heart attack Jan. 6 at his home in Los Angeles. Handley worked on numerous specials that starred performers including Jimmy Durante, Danny Thomas, Dinah Shore and Julie Andrews. He won Emmy for outstanding directorial achievement in variety or music in 1965 for *The Julie Andrews Show* on NBC. He is survived by his two sons, James and Paul.

Hap Weyman, 65, former executive production manager, Viacom, Los Angeles, died of cancer Jan. 11 at his home in Thousand Oaks, Calif. Weyman, who had been in broadcasting for over 40 years, served as executive production manager for Viacom from 1986 to 1988. He served in same capacity for MGM/UA, Culver City, Calif., from 1982 to 1985. He was assistant director for several programs, including *Newhart* and *Mulligan's Stew*, and production manager for such programs as *Frank's Place*, *Hardcastle and McCormick*, *Fame* and *Centennial*. In 1956 he received Emmy for *Stars of Jazz*, and was member of Director's Guild of America, Los Angeles. He is survived by his wife, Bobbie, two daughters, Christi and Julie, and son, Terry.

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Usher

Don Usher, 62, feature reporter, KOMO-TV and business feature reporter, KOMO(AM) Seattle, died of heart attack Jan. 6 at his home in Bainbridge Island, Wash. Usher began his broadcasting career in 1952 as radio and film public relations writer for GE in Washington. Several years later he joined KOMO-TV, working in various capacities on two programs, *Bashful*, *Barefoot Billy Lee Show* and *The Video Game*. He moved into advertising in 1960's. He got back into broadcasting in 1981 when he rejoined KOMO-TV as business and economics editor. He is survived by his wife, Delores, daughter, Julie, and three sons, Richard, Robert and Scott.



Gaither

Frank Gaither, 79, former executive vice president in charge of Cox Broadcasting Corp.'s broadcast division, Atlanta, died Jan. 10 of heart attack at Northside Hospital there. Gaither began his broadcasting career while studying at Oglethorpe University, Atlanta. He worked part-time at University's station, WJTL(AM). After serving in various capacities at stations in Savannah and Atlanta, both Georgia, he joined Cox-owned WSB(AM) Atlanta in 1946 as sales manager. He was named general manager of WSB twelve years later. After formation of Cox Broadcasting in 1964, he was named VP in charge of all CBC radio and television stations. He was named executive VP of broadcast division in 1969 and served in this capacity until his retirement in 1973. He was active in professional organizations, including serving two terms on NAB board, as member of NAB Standards of Good Practice Committee, as member of Radio Advertising Bureau, and on board of International Radio and Television Foundation. He is survived by his wife, Erna, three daughters, Beverly, Judy and Flo, and two stepdaughters, Ann and Nancy.



Bogle

Duane C. Bogle, 67, television producer and advertising executive, died of cancer Jan. 2 at Parkland Hospital, Dallas. He broke into television production during period of "Chicago School" at NBC, where he directed and produced *Kukla, Fran and Ollie*, *Garroway at Large* and *Stud's Place*. He was director and production supervisor of *Hallmark Hall of Fame* series when it began in 1951, and was connected to Hallmark account with Foote, Cone & Belding. During his 25 years with FC&B he served

Supporting the MOB



Two galleries have been named in honor of donors to the capital campaign of The Museum of Broadcasting in New York. The donors' gallery, to be located on the main floor, will be named for William and Carole Haber and will display plaques honoring major contributors to the capital campaign. William Haber is a founding partner of Creative Artists Agency, a talent agency.

The second floor gallery will be named The Eleanor and Donald Taffner International Gallery. The Taffner Gallery will be used to display artifacts from the history of broadcasting and will be changed on a regular basis. Donald Taffner is founder and chairman of D.L. Taffner/Ltd., New York.

Pictured (l-r): Robert M. Batscha, MOB president, holding an artist's rendition of the new building, with Eleanor and Donald Taffner.

in various capacities, including executive producer of *Hall of Fame* series and president of FBC Productions. In early 1980's he moved to California and taught broadcast courses part-time at University of California and California State University, both Los Angeles, while working as independent producer. From 1984 until his death, he divided his time between his homes in Connecticut and Dallas while teaching broadcast courses part-time at Southern Methodist University, Dallas. He is survived by his daughter, Susan, and three sons, Jim, Scott and Peter.

Richard S. Stephen, 64, vice president for programming, Eternal Word Television Network, Birmingham, Ala.-based Catholic cable network, died of rare disease Jan. 9 at his home in Birmingham. Stephen began his broadcasting career in 1956 as local sales manager for WBRC-TV Birmingham. He became general sales manager of WBRC-TV in 1963 and in 1980 was named VP and general manager. He joined Taft's Satellite News Service, Birmingham in 1983 and one year later joined ETWN. He is survived by his wife, Ellen, two daughters, Donna and Lisa, and three sons, Christopher, Paul and Richard Jr.

Jeff Alexander, 79, music composer for radio, television and film, died of cancer Dec. 23 at his home on Whidbey Island, Wash. He was music director for *Amos 'n' Andy* and *Hollywood Star Playhouse*. His other radio credits include composing music for *The Hit Parade*, *The Camel Hour* and *The Lucky Strike Show*. He also arranged music for television programs including *Columbo*, *Wagon Train* and *The Twilight Zone*. He is survived by his daughter, Jill.

Northern J. Calloway, 41, who played David, owner of Mr. Hooper's Store, on *Sesame Street* for 16 years, died Jan. 9 at Phelps Memorial Hospital, Ossining, N.Y. No cause of death has been determined. Calloway had been taken to hospital from psychiatric facility in Ossining, according to Children's Television Workshop spokeswoman. He appeared in role of David from 1973 to 1989 when he left show for "personal reasons." He is survived by his mother, Bunnetta Sleight, sister, Connie, and brother, Gregory.

Gordon Jackson, 66, actor who is best known to American audiences as Hudson, butler on Masterpiece Theatre's *Upstairs, Downstairs*, PBS, died Jan. 14 at hospital in London. Crowley played Hudson from 1970 to 1975. He also played police chief Cowly in British television series *The Professionals* from 1977 to 1981 and was in 1988 television movie, "Noble House." He won British Actor of Year award in 1974 and Emmy in 1976 for outstanding single performance by a supporting actor in a comedy or drama series for "The Beastly Hun" episode of *Upstairs, Downstairs*.

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HBO's Bigelow: Calm hands in turbulent seas

E. Thayer Bigelow is somewhat the man in the middle. As president of HBO, he is responsible for the HBO divisions (affiliate sales, marketing) that are in direct contact and, at times, direct conflict with cable operators and MSO's.

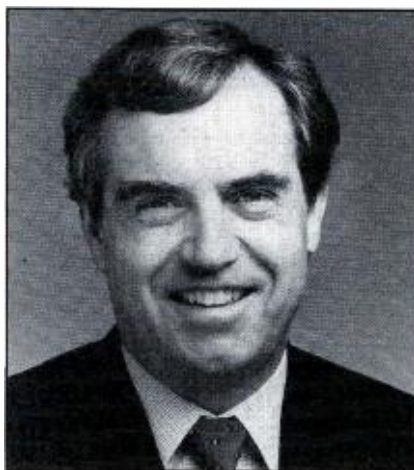
Although his position can be viewed as a no man's land, Bigelow himself doesn't see it as such, in part because he was once on the other side, having served two stints heading cable system operations. "I understand the cable operators' concerns about how much they're paying various programmers and what's happening to their P&L," he says, for instance. That ability to see the big picture exemplifies the calm and even-handed manner colleagues say he brings to his job—and those in the cable community agree. Robert Miron, president of Newhouse Broadcasting, describes him as "straightforward," "sincere" and possessing the ability "to bring a clear head to the discussion."

Bigelow was born in Boston and grew up in Santa Barbara, Calif. He went East to college, graduated from business school and joined Time Inc., impressed with the company's stable of magazines and with the flexibility it offered for upward movement. He joined the corporate training department where Time Warner President Nick Nicholas, whose career and Bigelow's have often intertwined, and Tony Cox, former HBO executive and now chairman of Showtime Networks Inc., got their starts.

Bigelow spent some of that time working on the refinancing of Manhattan Cable. By 1974, Nicholas tapped Bigelow to join him in running Manhattan Cable. The company had revenue of \$4 million and expenses of \$8 million, says Bigelow. "The mission was to try to stop the need for cash going in. Most of us were fairly skeptical" of the company's chances, he remembers, but they soon improved after receiving approval for a basic rate hike from \$6 to \$9 and with the launch of HBO. By 1975 it reached a break-even cash flow and made money on a P&L basis by 1976-77, Bigelow says.

After almost seven years at Manhattan, a job Bigelow said was the most enjoyable of any he's had at Time Inc., he heeded the call to join Time-Life Films and help shore up the management there. Time Inc. was growing rapidly in the video business, and the films division had plans to launch a basic cable service of BBC programming entitled BBC America. Bigelow was to be its head, but the service lost its home when Satcom III was lost in orbit. Cinemax, also in the development stage, came along and took the transponder slotted for BBC America, and the British and Time went their separate ways.

There was plenty left at Time-Life Films,



EUGENE THAYER BIGELOW JR.—president, Home Box Office, New York; b. Oct. 22, 1941, Boston; U.S. Marines, 1960-62; AB, political science, Trinity College, Hartford, Conn., 1965; MBA, University of Virginia, Charlottesville, 1967; assistant controller, manager of accounting, Time Inc., 1967-73; VP-treasurer, Manhattan Cable, 1973; VP-operations, 1974; executive VP, 1975; president, 1976-79; senior VP-finance and corporate development, Time-Life Films, 1980; assistant to group VP-Video, Time Inc., 1981; president, Time-Life Video, 1981; treasurer and VP, Time Inc., 1982-84; chief financial officer, 1984-88; president, American Television & Communications, 1988; present position since June 1988; m. Ann Rogerson, Aug. 17, 1968; child—Katherine, 12.

including a television production, syndication and distribution division, as well as a theatrical production business. It produced three films, the most noteworthy of which was "Fort Apache: The Bronx," before much of the department's activities were folded into HBO.

Nicholas had since become chief financial officer of Time Inc., and "the possibility of working with him and [then Time Chairman] Dick Munro in trying to reorient Time Inc. back to more of a media company from a media/forest products company seemed like a pretty exciting thing to do," says Bigelow. He also thought it would prepare him for other career moves, and that proved to be the case two years later when he succeeded Nicholas as chief financial officer of Time Inc. Says Nicholas: "I've known Thayer for 23 years at Time and worked with him closely since our days together at Manhattan Cable in the early 70's. With his strong experience in cable and finance, he is undoubtedly one of the most versatile executives in the cable industry."

During his time as CFO, Bigelow participated in the strategic discussions and deci-

sions within the company—its profit goals, possible acquisitions, how to expand. "The fun thing was participating in the broader strategic decisions," said Bigelow, which came to include taking ATC public, stock repurchase plans and the merger with Warner.

But after four years, Bigelow wanted to get back to the operating side. "I didn't want to be a senior financial person for the rest of my working life." Moving to ATC was natural, given his experience with Manhattan Cable, but no sooner did he get to Denver (February 1988) and close on a house (April) that Time Inc. decided to move ATC back East (June). Joe Collins, HBO president at the time, had a longer track record in system experience, and he moved to chair ATC after Trygve Myrhen declined to move East. Bigelow took over Collins's position.

The conventional cable wisdom of the late 1980's is that basic has replaced pay as the engine driving systems. "There is a little bit of a concern that pay has slowed down in '89," Bigelow acknowledges, and HBO expects to report subscriber numbers "a little bit lower" than in 1987-88. "The next two or three years you'll see moderate unit growth out of pay relative to those big years of '87-'88," he says.

But the pay cable economic model is largely sound, he says. "We're spending more on marketing. We're not spending more money on programming on a percentage of revenue basis; in fact, it's coming down a little bit. Our net income margin is going up a little bit. And between the unit growth we've been getting and price increases, we're growing revenues a little bit." He believes "we'll keep our margins and we'll keep the profit growth in the 10% range" over the next few years.

One step HBO has taken to keep its business strong is the launching of a \$40 million broadcast network advertising campaign "reminding subscribers and telling nonsubscribers of HBO's principal programming attributes." In market tests, says Bigelow, HBO saw "very good results, both on an attitudinal basis and on a unit growth basis."

There are a host of industry issues facing Bigelow that threaten to widen differences between operators and programmers—increasing programming costs, launching new services and time-lock marketing campaigns. Although tensions may seem higher than in the past, Bigelow said, "when I look at [HBO services], I think we're doing pretty well and I think the relationships [with operators] are quite good." Referring to the Comedy Channel, he said, "When you try to launch a new service, it's tough sledding." But in the end, he says, the issues "do seem to get resolved in a negotiated fashion without too much bashing from one side or the other," the responsibility for which is part of Bigelow's unwritten job description.

InBrief

In straw poll of exhibitors following NATPE convention in New Orleans, 78% of 50 voting distributors said they did not like new rules banning food on exhibit floor (see page 27), 57% objected to alcohol ban and 65% wanted to bring back "glitz," although, paradoxically, 60% voted against return of live demonstrations. NATPE officials stressed that voting was only preliminary, with canvass of 200-plus distributors forthcoming.

Margaret Loesch, newly named president, Fox Children's Network, said animated *Peter Pan*, first series for Monday-Friday airing on network, will have budget of \$18 million for first 65 episodes. Speaking before members of Television Critics Association last Friday, she said series will premiere in fall, as will Saturday morning lineup from 8-11 a.m. Loesch said Joan Ganz Cooney and Children's Television Workshop (CTW) is developing "interstitial programming" for three-hour Saturday block. She described programming from CTW as "a thread that runs throughout the block." Also in development for Saturday block are animated series based on children's film "Rarg," and animation mixed with live action series about dinosaurs. Peter Chernin, president, Fox Entertainment Group, said network will have three series ready for placement on schedule by spring if needed. Chernin named *The Kids Are All Right*, which has six-episode commitment and will be ready for airing after March 1; *Molloy*, half-hour comedy with six-episode commitment will be ready within two weeks, and *The Outsiders*, created by Francis Ford Coppola, which has 13-episode commitment and will be ready to go on air "after March or sometime in the spring." While not singling out shows to be replaced, Chernin said changes will be made within next two to four months.

ABC has canceled *Free Spirit* and will replace show in Sunday 8:30-9 p.m. time slot with half-hour drama *Elvis*. Series examines early events in Presley's life. Show makes its

debut on Tues., Feb. 6, in special preview time slot before assuming Sunday slot on Feb. 11.

Three way deal sees Dover, Del., and New Bedford, Mass., stations change hands. Benchmark Communications is buying WBSM(AM)-WFHN(FM) New Bedford from Sage Broadcasting for \$5.5 million and will promptly trade it to H&D Broadcast group for WDOV(AM)-WDSD(FM) Dover and \$750,000. H&D is headed by Joel Hartson and Barry Dickstein. They own six AM's and seven FM's. Benchmark is headed by Phillip Rainwater and owns cable systems in Washington, D.C., and Ridgecrest, Calif., areas. Sage is headed by Leonard Fassler and Gerald Poch, and has eight AM's and eight FM's. Americom brokered for H&D.

Park Communications reported 1989 revenue of \$163,084,000, 2% increase from 1988's \$160,357,000. Net income was \$18,747,000, down 1.9% from \$19,098,000. Earnings per share were 91 cents, compared to 92 cents year before. For fourth quarter, company had revenue of \$44,028,000 (up 2%), net income of \$6,212,000 (down 2.9%) and EPS of 30 cents (down 3.3%).

Pyramid Broadcasting has retained Gary Stevens to sell WHTT-AM-FM Buffalo and WPXY-AM-FM Rochester, both New York. Stations' worth is estimated between \$15 million and \$18 million and may be sold as group. Pyramid, with stations in Chicago, Philadelphia, Boston and Pittsburgh, is looking to further its presence in top-25 markets.

Viacom-owned **KMOV(TV) St. Louis** has dropped **Pat Sajak Show**. Starting today (Jan. 22), *Arsenio Hall Show* will air at 11 p.m. Show previously followed *Sajak* at midnight.

At meeting last week, NAB joint board named **Bill Smullin**, chairman and founder of California-Oregon Broadcasting, as

TCI to spin off programming

Company is making move to head off action by Congress concerned about industry integration; also hopes Wall Street will react favorably and stock price will move up

In a long anticipated move, Tele-Communications Inc., the nation's largest MSO, disclosed plans to divide the company, spinning off nearly all its cable programming interests and some of its cable systems into a separate company.

The action is designed to improve TCI's standing in Washington and on Wall Street by assuaging regulators' concerns over horizontal and vertical integration in the cable industry and raising TCI's standing in the eyes of Wall Street, thus improving a stock price the company believes underestimates its true value.

Initially, the new company will have largely the same shareholders as TCI and many of the same officers and directors, said Bob Thomson, TCI vice president, government affairs. No personnel decisions have been made, he said, but the *Wall Street Journal* reported that Peter Barton,

now senior vice president, programming, would move over to run the new company.

"The form of the new company and its relationship to TCI will depend to some extent on the evolving regulatory situation," said Thomson. For instance, it appears the number of subscribers moved into the new company will depend on what ownership cap is included in any cable bill. Whether TCI would be able to continue to buy programming for the 11 million owned and affiliate subscribers across two companies was "hard to say" at this point, said Thomson. Tax considerations will also affect the structure of the new company, said Thomson.

TCI's move comes at a time when cable is under increasing fire in Washington. A host of bills has been put forth, aspects of which are directed at the industry in general (such as rates), and at TCI in particular (horizontal and vertical integration). The Senate Commerce Committee leadership has promised to move a cable bill. At the FCC, there is a rulemaking under way on effective competition and a notice of inquiry examining the cable marketplace. Both

of those reports are due this summer.

He continued: "We think the odds are against legislation passing" this year. But, he said, "the intention right now is to proceed with the spinoff, notwithstanding the existence or nonexistence of any legislation in Washington." The reason, Thomson said, is that "there are still good business reasons for doing this. We don't have a showdown mentality around this company. If there is a broadly expressed concern in Washington with an issue like vertical integration, our view is we should respond before it gets to a showdown level."

Community Antenna Television Association President Steve Effros saw the development as positive for the industry. "Overall, this is a response to concerns in Washington," said Effros, but he could not predict what impact it will have on policymakers.

It wasn't enough for one Senate Commerce Committee staffer, who said TCI's plans won't have an effect on that committee's effort to adopt legislation. "It's rates and customer service that are driving this bill," the staffer said. A House staffer

ABC outbids CBS for college football

Another major television sports property changed network hands last week, as four-year incumbent CBS passed on, and ABC won, a five-year, \$210 million College Football Association rights package to begin in 1991. ABC's average annual \$42 million payments to the CFA will beat CBS's \$16 million rate by just more than two and a half times.

The deal will make ABC the only broadcast network to carry regular season college football through 1995. Combined with its 1988-96 rights to the Pacific 10 and Big 10 conferences (at \$13 million per season, plus another \$10 million for each Rose Bowl played between the champions of those two conferences), ABC's schedule will average a total of 50 to 55 games in 23 to 25 exposures each season (late August through early December) at an annual investment in rights of about \$65 million.

To expand ad revenue opportunities, ABC will televise up to five games simultaneously each Saturday, increasing the CFA season schedule from CBS's 17 nationally telecast games (in 16 windows) to 25-30 telecasts, most regionalized (in up to 20 windows). Several doubleheaders and "two or three" prime

time exposures are also in the works, said Stephen Solomon, senior vice president for ABC Sports, who added that ABC is also "looking at" airing games on Labor Day and Thanksgiving.

According to Solomon, the deal should also raise average season ratings (5.3 in 1989) because regionalization will create games of local interest in more regions. "Frankly," he said, the package "will be extremely attractive to our affiliates" outside the Big 10 and Pac 10 conference regions, since local teams will be featured more often. The Atlantic Coast, Southeastern, Big Eight, Southwest and Western Athletic conferences and 20 independent schools, including Notre Dame, make up the 64 CFA members.

The three broadcast networks and ESPN are now poised to begin negotiations to renew their contracts with the National Football League following the Jan. 28 Super Bowl. "Monday Night Football is this network's number one priority," said Solomon. The CFA deal, he added, "does not in any way hinder our ability to be aggressive to maintain our relationship with the NFL."

-PDL

recipient of NAB's Distinguished Service Award. DSA is presented during association's annual convention and is considered industry's "highest honor."

At 1 a.m. this morning (Jan. 22) C-SPAN was scheduled to add Voice of America broadcast—portion of VOA's English feed to the African continent—to its lineup of international radio broadcasts offered on its Audio Networks. Assuming there was no hitch in the plans, it was first time material covered by 40-year-old Smith-Mundt Act was to be distributed in U.S. on regular basis. Law, which reflected congressional concern that White House not use U.S. Information Agency or its VOA as domestic propaganda agency, bars domestic distribution of material they produce. But U.S. District Court decision in November—in case brought by

NBC News President Michael Gartner—led government and C-SPAN lawyers to conclude that law does not apply to private parties.

David Sarnoff Research Center, Princeton, N.J., developer of proposed Advanced Compatible Television transmission systems, and North American Philips, Briarcliff Manor, N.Y., developer of HDS-NA system, have reached agreement to merge efforts into single HDTV proposal ("Closed Circuit," Oct. 9, 1989). Official announcement of consortium is set for this Thursday (Jan. 25) at NBC headquarters in New York.

NCTA circulated document on Capitol Hill last week, detailing why broadcaster's must pay/must carry proposal was bad idea and would cost subscribers even more money.

interests and some systems

agreed on the rates and customer service issues, but said the move could deflate some of the members' concentration concerns.

The new company would effectively serve as a dividend to shareholders from some of TCI's lucrative investments in programming. TCI would like to make sure the spinoff is tax free; however, the tax treatment may depend on which assets go into the new company.

Another assumed benefit to investors from the spinoff would be a simplification of TCI's corporate structure. In last year's annual report, TCI added a special report detailing its various pieces with the stated goal of providing "a better understanding of the underlying value of the investment in TCI." With dozens of equity investments in programming services and other MSO's, the company still seems to feel that the whole is not being valued as the sum of its parts.

Undervaluation of TCI's assets is particularly a problem for the programming investments, both because most of the programmers are private and because TCI's investments in many of them were accounted for under

the equity method—no revenue and profits for the programmers were reported, only TCI's share of the net income or loss. Said Harvey Sandler, managing partner of Sandler Associates, recently listed as owning close to three million shares of TCI: "Should people know what the programming investments are worth? Of course they should, but in many cases they have just put them down at cost."

Neither of the two conditions hindering programming valuation will necessarily change in a new corporate setting, but Sandler said he thought the stock price would better reflect values: "It's not all that different from a stock rising when a split is announced. It shouldn't matter but it does anyway."

The reaction on Wall Street was more positive. MSO stocks rebounded on Friday, following the Thursday evening announcement. TCI opened at 17¼, up 2¼. Comcast opened up ¾ at 14¾, and rose still another ¾ by early Friday afternoon, while Cablevision Systems Corp., which like TCI has substantial programming operations, opened up ¾, at 33¼, and rose a full point in the

next few hours.

Valuation of TCI's stock has been a particular concern in recent months, as it has been for many other MSO's whose share prices have been declining. Using private market valuations in a report issued several weeks ago by Barry Kaplan of Goldman Sachs, TCI's shares last Thursday were trading at only 47% of their estimated value; Comcast's at only 46%; American Television and Communications' at 54%, and United Artists' at 57%.

TCI's programming interests include 22% of Turner Broadcasting Systems, 49% of Discovery Channel, 18% of the Family Channel, 32% of BET, 28% of QVC Network, 11% of Movietime and 50% of AMC, as well as interests in a number of regional sports networks. It has entered an agreement to buy 50% of Showtime.

TCI serves 4.1 million subscribers in wholly owned systems, 3.5 million in consolidated operations (United Artists, Heritage, WestMarc) and 3.7 million in systems in which it holds equity, but not management position. For programming purchases, however, TCI buys for all three levels. —MS, GF

Editorials

More smoke than fire

As advertised, the financial interest and syndication rules were star attractions at NATPE International, made so by the persistent advocacy of NBC's Robert Wright and the equally persistent opposition of Ralph Baruch and a "truth squad" of producers who stand ready to counterpoint the debate on a moment's notice.

If there is great activity at either end of this spectrum, there is very little going on at the center. The FCC has had an open docket on fin-syn for more years than its chairman likes to talk about, but it would take a writ of mandamus to get it to act. Congress is no more anxious to deal with it; indeed, it was the Hill and the White House that sidelined fin-syn revision the last time around. The official government position is to rely upon the private—and sporadic—negotiations that have been going on between Hollywood and the networks for years and, absent some push from Washington, are unlikely to end in this century.

It may take the Fox network's graduation to fin-syn eligibility to trigger the federal apparatus—if expiration of the consent decrees limiting network production doesn't change the marketplace so markedly that the matter becomes moot.

There is a general sense that these matters must be dealt with someday, but they are not yet perceived as being of public, as opposed to private, interest; as Commissioner Jim Quello put it last week, they're thought to be "a battle between the very rich and the wealthy." Until that perception changes, fin-syn will stay on Washington's back burner.

Missed manners

NATPE's FCC reception at last week's convention in New Orleans fell embarrassingly into the A for effort, C-minus for execution department (even that may be generous). With as much of the producer's and station programmer's fortunes riding on Washington as of late, this page was surprised, as apparently was Alfred Sikes, by the curious planning that sandwiched the remarks of the chairman of the FCC between the ubiquitous strains of a Dixieland band and an open bar and food table. In what must be every public speaker's nightmare, such a move put Sikes between a rock and a hot plate, so to speak, faced with an audience effectively primed for inattention. He conceded at the outset of his speech that he found the prospect a bit intimidating, but pressed on over a general din that one might associate with an inept lounge singer but not with a leading figure in the industry's future, particularly one who had, at the association's request, made a special trip on a federal holiday to be there.

Two-thirds of the way through the speech, the crowd milling at the back of the hall (there was a contingent of interested listeners toward the front) was chastised into contrition, by an obviously embarrassed Mickey Gardner, moderator of the "View from Washington" panel that preceded the reception—but this action should not have been necessary. To his credit, Sikes got in his own gentle chide, telling the newly attentive crowd that they had missed the best part.

No food for thought

At a convention where the fireworks were principally confined to the nighttime launch of the real thing at a King World party, some of the biggest news out of the NATPE show in New Orleans last week was the general thumbs down given the association's new rules banning food, drink and demonstrations

on the exhibit floor. For attendees who have never before had to worry where the next meal would come from, it being as close as the next warming tray, the alternatives appeared to be either go hungry or go elsewhere. They did a little of both—and a lot of grumbling.

Reduced to subterfuge, some distributors pushed the outside of the envelope with cookies on the sly or reserved their food for the recesses of the booth, away from the prying eyes of security. In one instance, the milk shakes of one distributor were found to pass code after a taste test by a high association official. Hunger jokes were at times the principal topic of conversation on the floor and supplanted "morning after" jokes at the panel sessions, where one informal poll found 80% did not like the rules. At Group W's "talking wall," one of the figures intoned plaintively: "Where can I get some food around here?" In short, it bordered on the ludicrous, and as an issue proved more distracting than the distractions it was meant to eliminate.

It was no small irony that some of the heaviest lobbying against the rules, which were billed as leveling the playing—make that working—field for the smaller syndicator, came from a small syndicator whose display of live armadillos at last year's convention (see page 27) had proved a successful drawing card.

The consensus is that NATPE should put the show back into the business. Bring on the armadillos.

Vigilance indicated

As expected, ad taxes are beginning to rear ugly heads as state legislatures in the new year look for new ways to raise revenues. In Kentucky, for example, where the governor has been forced to look for alternative means of funding the state's educational system, a budget proposal, submitted last week, included a tax on advertising. Although it was unclear whether that tax would be levied against broadcasters directly, it would certainly affect them directly, with ad agencies passing along the increased cost of doing business or, as was the case in Florida, choosing to take their business elsewhere. The issue also is boiling up in Massachusetts.

The initial read on the tax is that it does not have much support in the legislature. But we can't help but recall the situation in Florida, where few people appeared to believe the services tax on advertising would pass, until it did.

The American Advertising Federation is taking no chances. An executive of the association visited the state two weeks ago, helping to coordinate the lobbying efforts of the local ad clubs. We applaud those efforts and encourage Fifth Estaters to take the threat of ad taxes seriously.



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